



EVENT STYLE GUIDE

COLOR PALETTE

Red



C - 6 R - 224
M - 97 G - 42
Y - 100 B - 31
K - 1 #e02a1f

Orange



C - 0 R - 255
M - 65 G - 122
Y - 94 B - 39
K - 0 #ff7a27

Yellow



C - 4 R - 241
M - 35 G - 172
Y - 99 B - 34
K - 0 #f1ac22

Blue



C - 61 R - 95
M - 24 G - 163
Y - 2 B - 212
K - 0 #5fa3d4

Black



C - 100 R - 0
M - 100 G - 0
Y - 100 B - 0
K - 100 #000000

LOGO FORMATS

PRIMARY



SECONDARY



EMBLEM



FILE FORMAT USES



.PNG

The PNG format is the recommended format to use as it has a transparent background and high resolution. It is widely accepted in most programs.

PNG-specific cases:

- Website
- Materials where the background is not white (so the logo is overlaid on that background color)



.JPEG

The jpeg or jpg format should be used when PNG is not supported or when the logo needs to have a white background.

JPEG-specific cases:

- When logo needs a white background
- When PNG is not supported



.EPS

The EPS (Encapsulated Postscript) is only needed for high-res projects in which a designer might need to re-exporting the logo at another resolution or special format.

EPS-specific cases:

- Additional exports needed
- Submitting to a designer/professional for retouching
- Ordering branding materials (i.e. embroidery, screening, etc)



.SVG

The SVG (Scalable Vector Graphic) format is used for web and apps. This format is scalable and never pixelates. It is the source file of the logo and can be edited in advanced design programs.

SVG-specific cases:

- Websites & Apps (when supported)
- Exports needed
- Updating or re-touching the logo
- Some vendors may need this file for adding the logo on products