

LOGO

Print:

.ai file

.eps file

Digital:

.jpeg

.png



REVERSE LOGO

Over photos and texture in instances where white is more clear than blue.



CORRECT LOGO USAGE:

Allow for clear space around perimeter of logo equal to cap height of “M”.



INCORRECT LOGO USAGE:



Do not skew



Do not change color



Do not remove pieces from logo



Do not tilt



Do not box in



Do not make smaller than 1"