

# Selling to the World Style Guide

## Logo Usage:



Primary Logo



Secondary Logo/ Icon

### PLEASE NOTE:

**DO NOT STRETCH, ROTATE, or MAKE THE LOGO SMALLER THEN 1.02 in IN HEIGHT.**

When using the logotype, do not stretch, rotate, or obscure it. This insures uniformity and consistency across the branding. Do not change the spacing between the globe as it has been laid out to be visually equal.



No, don't rotate logo



No, don't put logo upside down



No, don't stretch logo



No, don't distort logo



No, don't change the font in logo



No, don't change the color of logo



No, don't change the color of font in logo

## Brand Colors:



Web  
Hex:#00378a  
R: 0 G: 55 B: 138

Printing  
C: 100 M: 89 Y: 16 K: 4



Web  
Hex:#0a94aa  
R: 10 G: 148 B: 170

Printing  
C: 81 M: 25 Y: 28 K: 0



Web  
Hex:#e8e615  
R: 232 G: 230 B: 21

Printing  
C: 13 M: 0 Y: 98 K: 0



Web  
Hex:#116db7  
R: 17 G: 109 B: 183

Printing  
C: 88 M: 56 Y: 0 K: 0

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## Typography:

### PRIMARY TYPOGRAPHY

Used in headings and in logotype

# Open Sans Condensed

### SECONDARY TYPOGRAPHY

Used in body copy

# Open Sans Regular

Example:

## About Selling to the World

Qui tempedipsam, et quiae lamus aliqui optas dolupta tiurepedi occus pro id magnis am intotatquas eumqui Inienimi, ventio ma doluptatiam nullent. Henimus volorepe ped quatur? Pa qui aut ut lab inctum as minum quae aut am lab isquid eostio eium quiandis est faccaep ellupt