HumanitiesDC

Custom Logo Mark

HumanitiesDC

Name Plate:
Korolev, Bold

LOGO VARIATIONS & SCALE

This logo has variations that aim to ensure maximum legibility and logo integrity are prioritized and maintained at all times.

1. FULL LOGO

The full logo is the main logo for HumanitiesDC and should be used in all occasions where suitable space is available.

The minimum width for the full logo is **1 inch for print** or **96 pixels for web**.

1 inch / 96 pixels

2. NAME PLATE ONLY

To be used in special occasions where there is not sufficient veritcal space and/or in instances where the logo size must be under 1 inch or 96 pixels wide.

The minimum width for the name plate only logo is **0.75 inches for print** or **72 pixels for web**.

0.75 inches / 72 pixels

LOGO COLOR VARIATIONS

Although the primary logo should be used the majority of the time, this logo is adaptable for any situation and can be utilized in the following brand color variations.

PRIMARY LOGO
Full Color

SECONDARY LOGO WHITE
1 Color (White)*
*uses white at 80% and 50% opacity

SECONDARY LOGO BLACK
1 Color (Black)
*uses black at 80% and 50% opacity

Use the Secondary Logo White version for all dark backgrounds.

BRAND COLORS

The following colors are the official brand colors for HumanitiesDC. Consistent use of these colors will increase brand recognition and ensure brand consistency across all mediums and platforms.

PRIMARY COLOR PALETTE

CMYK: 100 | 100 | 23 | 14 RGB: 44 | 41 | 110 #2C296E PANTONE 273 C	CMYK: 78 | 78 | 0 | 0 RGB: 73 | 71 | 157 #49479D PANTONE 2725 C	CMYK: 62 | 50 | 0 | 0 RGB: 109 | 125 | 189 #6D7DBD PANTONE 7456 C
CMYK: 74 | 25 | 2 | 0 RGB: 41 | 154 | 210 #299AD2 PANTONE 7688 C	CMYK: 58 | 2 | 16 | 0 RGB: 94 | 195 | 212 #5EC3D4 PANTONE 3105 C	CMYK: 30 | 0 | 20 | 0 RGB: 177 | 222 | 211 #B1DED3 PANTONE 566 C

SECONDARY COLOR PALETTE

CMYK: 7 | 100 | 8 | 0 RGB: 223 | 15 | 131 #DF0F83 PANTONE RHODAMINE RED	CMYK: 0 | 75 | 100 | 0 RGB: 242 | 101 | 34 #F16521 PANTONE BRIGHT ORANGE	CMYK: 0 | 46 | 100 | 0 RGB: 255 | 155 | 25 #FF9B19 PANTONE 137 C

TYPOGRAPHY

PRIMARY TYPEFACE

Adobe Korolev is the primary typeface for professional use and should be used for all customer-facing marketing materials for both print and online if possible.

Thin / *Thin Italic*
Light / *Light Italic*
Medium / *Medium Italic*
Bold / *Bold Italic*
Heavy / *Heavy Italic*

SECONDARY TYPEFACES

Avenir should serve as the secondary typeface in the event that Adobe Korolev is unavailable or for internal use.

Book / *Book Oblique*
Medium / *Medium Oblique*
Black / *Black Oblique*

Arial should be used for internal use or in the event that both Korolev and Avenir are unavailable.

Regular / *Italic*
Bold / *Bold Italic*

DC ORAL HISTORY COLLABORATIVE PROGRAM ICON

1. MAIN ICON

The main icon should be used in all occasions where suitable space is available and the HumanitiesDC logo is already visible or not needed.

The minimum width for the main icon is 1.25 inches for print or 120 pixels for web.

2. JOINT ICON

To be used in special occasions where the HumanitiesDC logo is needed in unison with the program icon.

The minimum width for the joint icon is 4 inches for print or 384 pixels for web.

3. NAME PLATE ONLY

To be used in special occasions where there is not sufficient space and the HumanitiesDC logo is already visible or not needed.

The minimum width for this icon is 0.75 inches for print or 72 pixels for web.