

New Partners for Smart Growth Logo Usage Guidelines

October 22, 2016

Logo Colors



Pantone + 113-8 C
C: 100, M: 18, Y: 0, K: 23
R: 0, G: 123, B: 179
Hex #007BB3



Pantone + 100-16 C
C: 100, M: 94, Y: 0, K: 35
R: 25, G: 34, B: 109
Hex #19226D



Pantone + 179-6 C
C: 0, M: 0, Y: 0, K: 40
R: 167, G: 169, B: 172
Hex #A7A9AC

Logo Usage



Logo

For use in signatures, mobile app, icon images, and on documents where readers are already familiar with the New Partners Conference logo.



Logo With Full Name

For use on all documents where date and location are already displayed (program booklet, brochures, etc.), as the header of the website, and printed banners or posters.



Logo With Full Name, Date, and Location

For use on all external websites, and on documents where date and location are not displayed elsewhere.

February 2-4, 2017 • St. Louis, Missouri