

OUR BRAND
#SAVEScience
Campaign
Colors, Fonts, Imagery

We designing for #SAVEScience we use Out Teach Green and Scholastic Yellow. DIN Black is to be used for all texts. Franklin Gothic Demi is used as the alternate only. #SaveScience must always appear in reverse (white letters) out of Scholastic Yellow or Out Teach Green. See examples below for use of upper and lower case and kerning.

See page 8 of coporate guidelines for logo don'ts. These rules apply to #SaveScience imagery as well.

PRIMARY COLORS (For general brand usage)



OUT TEACH GREEN

	62	#6ABE4F
	0	
	93	
	0	



SCHOLASTIC YELLOW

	0	#FDB933
	30	
	90	
	0	

DIN BLACK & BLACK ITALIC

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

FRANKLIN GOTHIC DEMI

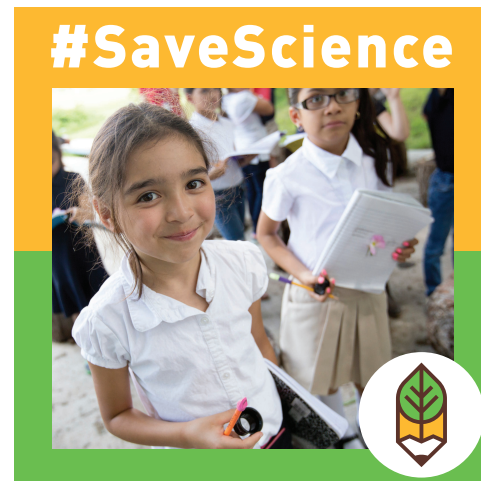
abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

PRIMARY LOGO



Clear Space all 4 sides

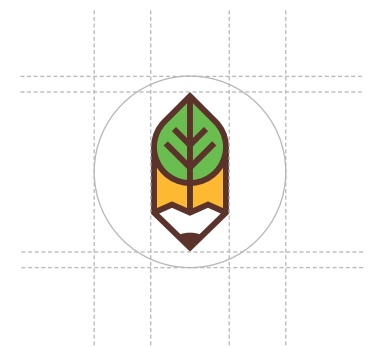
PICTURE FRAME



PRIMARY BANNER - Scalable proportionately to any size



LOGO MARK - Within a white circle, and not to be used on its own.



OUR BRAND Logo Don'ts

Never re-create or alter the logo. When using the logo, always use an original graphic file of the logo from the Marketing and Communications department. This includes a prohibition on creating any version of the logo that does not already exist.



Do not alter colors.



Do not scale disproportionately



Do not rotate.



Do not reposition logo elements



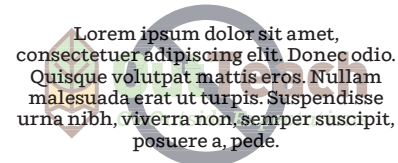
Do not retype the logotype.



Do not redraw the logomark.



Do not add special effects such as drop shadows



Never use the logo as a background element.



Never use the logo in settings that don't provide sufficient contrast.