



DIVISION OF
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INFORMATION
SERVICES

BRANDING GUIDE

LOGO FORMATS

SQUARE

HORIZONTAL

Normal



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Reverse



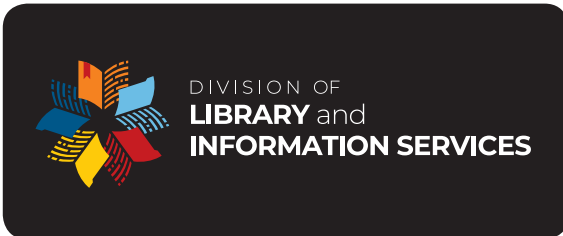
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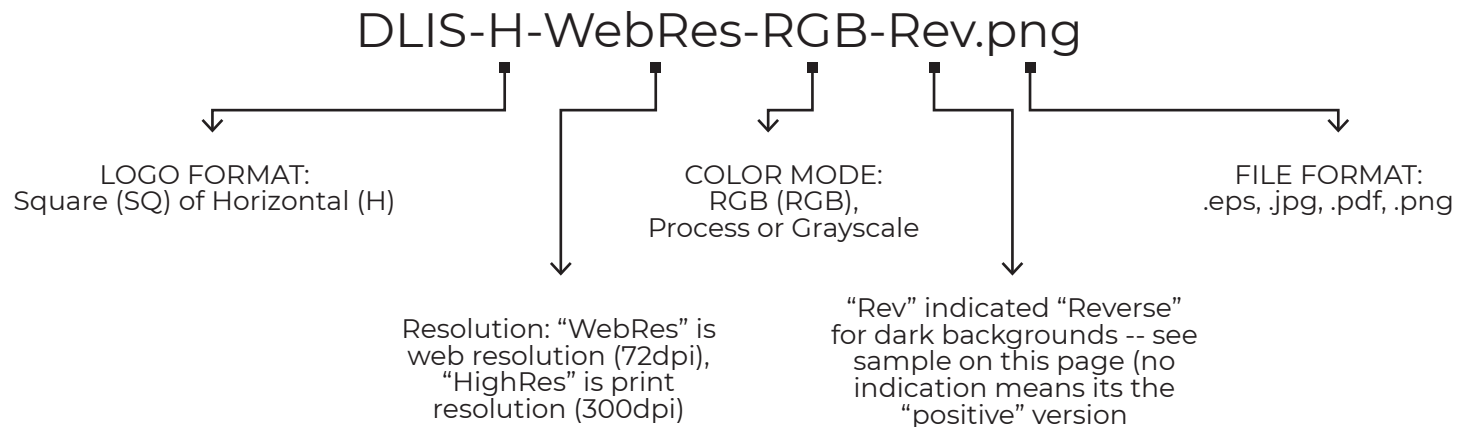
LOGO FILE FORMATS

LOGO NAMING CONVENTIONS:



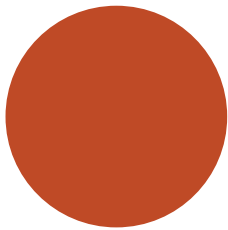
LOGO FORMATS:

- .eps** Vector-based, can be blown up to any size without any image loss. Use for all in-house and commercial printing.
- .pdf** Same as .eps
- .jpg** Pixel-based file format, can be used for web (web resolution, RGB) or in-house for applications that do not import .eps files; high resolution process jpg can be used for commercial printing, cannot be blown up past original size without pixellating, no transparent backgrounds
- .png** Pixel-based file format that allows files to be saved with a transparent background that can be used at size or smaller for commercial printing (if high-resolution and process) or for web applications at web resolution if RGB; cannot be blown up past original size without pixellating








COLOR PALETTE

RED



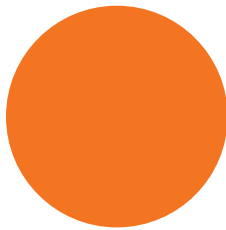
 PMS 1225

 C: 10
 M: 100
 Y: 100
 K: 10





 R: 190
 G: 75
 B: 39




 #BE4B27

ORANGE



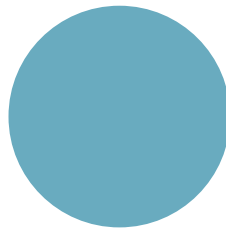
 PMS 165

 C: 0
 M: 60
 Y: 100
 K: 0

 R: 244
 G: 117
 B: 33




 #F47521

MUTED BLUE



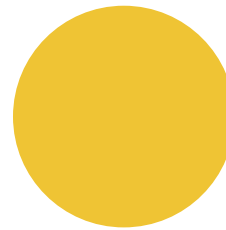
 PMS 549

 C: 50
 M: 5
 Y: 0
 K: 5





 R: 107
 G: 171
 B: 191




 #6BABBf

YELLOW



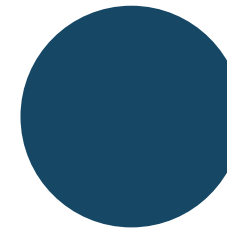
 PMS 1225

 C: 0
 M: 20
 Y: 100
 K: 0


 R: 239
 G: 196
 B: 51




 #EFC433

DARK BLUE



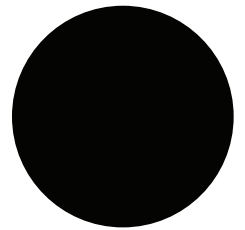
 PMS 2955

 C: 100
 M: 35
 Y: 0
 K: 40

 R: 23
 G: 73
 B: 102

 #174966

BLACK



 PMS BLACK

 C: 0
 M: 0
 Y: 0
 K: 100

 R: 0
 G: 0
 B: 0

 #000

LOGO TYPOGRAPHY

The Montserrat font is part of the Google Fonts collection. You can download the font for Free from Google [here](#).



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MONTSERRAT LIGHT

MONTSERRAT BOLD

MONTSERRAT LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
1234567890&""

MONTSERRAT BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTU**VW**XYZ**
1234567890&""

LOGO USAGE GUIDELINES

MINIMUM SIZE



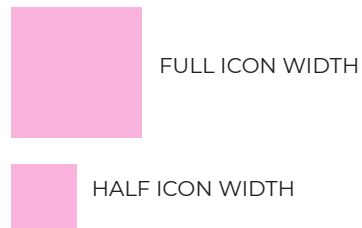
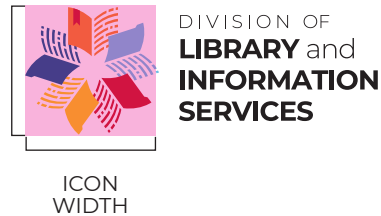
Horizontal Format: 2"



Square Format: 1.5"

SPACING AROUND LOGO

The logo must be given a buffer zone away from all graphic elements. This distance is equal to (or greater than) half of the width of the DLIS icon.



ALL GRAPHIC ELEMENTS
MUST BE HALF OF THE DLIS
ICON'S WIDTH AWAY FROM
THE LOGO

RESTRICTIONS

DO NOT DISTORT THE LOGO



DO NOT ROTATE, SKEW OR ALTER THE
DIMENSIONS, TYPOGRAPHY OR COLORS OF THE LOGO

BRANDING TYPOGRAPHY

FONT RECOMMENDATIONS FOR MARKETING MATERIALS:

MAIN HEADLINES:

**Montserrat Black 36 point type (ALL CAPS)
with 36 point leading with 14 points of space
below text and no hyphenation**

BODY TEXT:

**Montserrat Regular 10 point type with 14 point
leading with 7 points of space in between
paragraphs.**

SUBHEADS:

**Montserrat Bold 10 point type with 14 point
leading with 14 points above and 7 points of
space below text. No hyphenation.**

MAIN HEADLINES

Tem aut id et illoriti dolupis unt. It quam harupiendi veliciendi aut re, consequam fuga. Ebita simoluptatis aspe pro doluptat aut laut quas et quia que everatu ribus, optaspe dignihillab ipsunt omnim doloressit imodigent eos am, odipsa quam, cum con re, et liquatias quibus volut exceste ex expeliatas endis dolupid estruptae vellessint esequid que.

Tem aut id et illoriti dolupis unt. It quam harupiendi veliciendi aut re, consequam fuga. Ebita simoluptatis aspe pro doluptat aut laut quas et quia que everatu ribus, optaspe dignihillab ipsunt omnim doloressit imodigent eos am, odipsa quam, cum con re, et liquatias quibus volut exceste ex expeliatas endis dolupid estruptae vellessint esequid que. Pa cusandant ipita quis modicab oriandiatiam fugitatur?

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Les imolum repudae nusam il in pro dicimus audignat.

Cum aut volupta tquiatio. Xeratur sin pedis sendelesti idelis volorio stiandis aut apis eaque dolore, tectiist eos volum volest volum eic tem rorit exerore, illut explibus et atem dit, con none cum ipsusapis ut apit externam quo denimag nimilig nihitis magna sequiditia experum fuga. Meni acit, si tem es plautem quunt, sint.

Everum, ad que non commolorum, officabo. Nequatur, cor reictore, to destrum ipsuntemperi sit ditas doluptas auteces ciditia voluptatur aut eiumendae verchit ioritatet, sequodit faccabore sequid exerspe rnatium sanis sinctatus que nus dolore



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