



The colored logo is the preferred logo and should be used whenever you can.



PRIMARY FONT

AaBb123  
Mr Eaves XL Mod OT

SECONDARY FONT

AaBb123  
Big Caslon

COLORS



C 43 M 5 Y 100 K 0  
R 160 G 195 B 59  
HEX #9fc23a



C 0 M 36 Y 100 K 0  
R 251 G 173 B 24  
HEX #fbad17



C 94 M 74 Y 62 K 24  
R 36 G 68 B 80  
HEX #234350



C 0 M 73 Y 100 K 0  
R 242 G 105 B 34  
HEX #f26921



C 25 M 8 Y 12 K 0  
R 191 G 212 B 215  
HEX #bfd4d7



C 40 M 40 Y 40 K 100  
R 0 G 0 B 0  
HEX #000000

TWO COLOR LOGO



This one color version of the logo navy color should be used when print colors are restricted.

SPACE



The distance of the space around the logo is determined by using the inner circle and applying that on all sides.

BLACK LOGO



REVERSED OUT LOGO



LOGO EXCEPTIONS



The mark can be separate from the logo when used aesthetically only. It should never be used as a sign off or the only logo. (This file is located in the folder PEI - MarkOnly Logo) Use the print version if a larger size is needed. Otherwise in the digital folder is transparent background versions.

In cases where the logo will be printed please use the ai file or native files (located in the For Print folder). For web/digital refer to the Digital Logos folder for jpgs and pngs in various colors. We recommend using the png files for better resolution. Please, do not stretch or scale the jpgs or pngs bigger as this will result in pixelation. Always refer back to the native files if there is a different size needed.