



BRAND STANDARDS

05.10.2016

LOGO

Simple

The horizontal, no tagline GradLeaders logo should be used in most instances, it should also be used at a small scale. Please keep the cap icon and text consistent.



Tagline

The horizontal logo with tagline should be used in situations where people have already been introduced to the brand; primarily in sales and marketing uses. Ensure size permits readability of the tagline.



Vertical

The vertical GradLeaders logo lock up should be used in ver limited vertical situations where the horizontal logo wouldn't work aesthetically, for example on square formats.



To download these and other variations of the GradLeaders logo in numerous file formats, [click here](#). (password protected)

LOGO

Color Variations

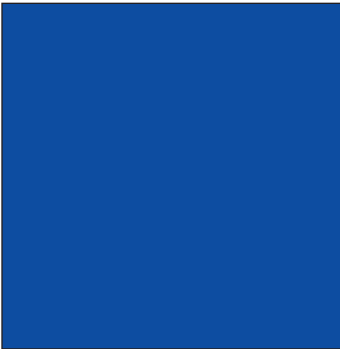
The GradLeaders logo should only be displayed in the blue and gray variation, white on a color or photo, or black on white.



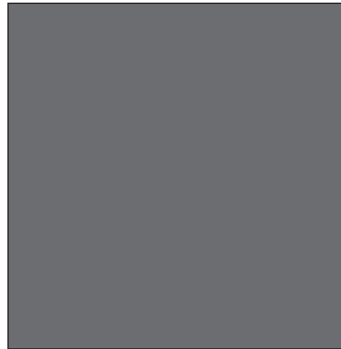
COLORS

Primary

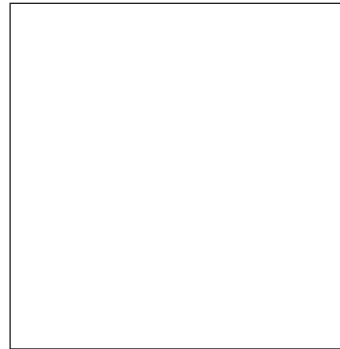
The primary GradLeaders colors should be used for any representation of the GradLeaders logo and for most formal situations. It is important to remember that to get the most accurate color representation across different mediums, use the correct color definitions. Hex or RGB for digital and screen display, Pantone or CMYK for print.



GradLeaders Blue
R: 20 G: 40 B: 160
HEX: #1428A0
C: 100 M: 80 Y: 0 K: 0
Pantone: 286 C



GradLeaders Gray
R: 105 G: 105 B: 105
HEX: #696969
C: 0 M: 0 Y: 0 K: 70
Pantone: Cool Gray 10 C



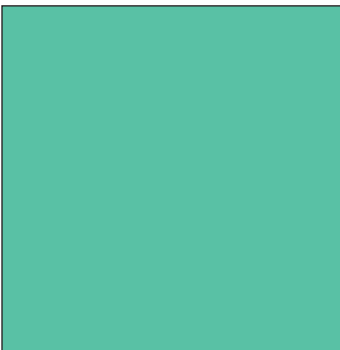
White
R: 255 G: 255 B: 255
HEX: #FFFFFF
C: 0 M: 0 Y: 0 K: 0
Pantone: 000 C



Black
R: 0 G: 0 B: 0
HEX: #000000
C: 0 M: 0 Y: 0 K: 100
Pantone: Black C

Secondary

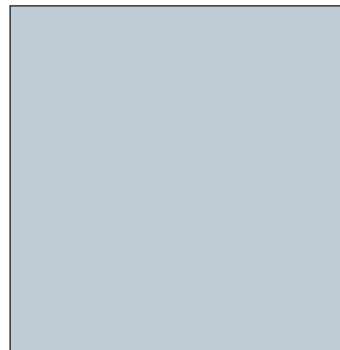
Secondary GradLeaders colors should be used sparingly for strong contrast or to compliment GradLeaders primary colors (e.g. new, featured promotion, secondary colors in charts). It is important to remember that to get the most accurate color representation across different mediums, use the correct color definitions. Hex or RGB for digital and screen display, Pantone or CMYK for print.



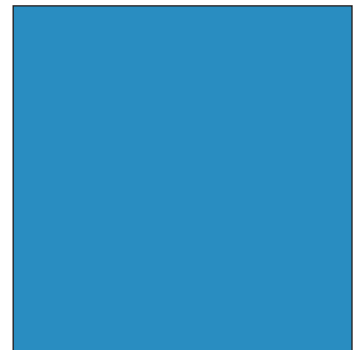
Green
R: 51 G: 204 B: 153
HEX: #33CC99
C: 62 M: 0 Y: 45 K: 0
Pantone: 3385 C



Red
R: 198 G: 12 B: 70
HEX: #C60B46
C: 0 M: 100 Y: 56 K: 19
Pantone: 7636 C



Light Gray
R: 192 G: 205 B: 213
HEX: #C6D1D6
C: 24 M: 13 Y: 11 K: 0
Pantone: 5455 C



Medium Blue
R: 43 G: 133 B: 196
HEX: #2B85C4
C: 78 M: 33 Y: 8 K: 0
Pantone: 7689 C

COLORS

Extended Palette

Some tints of the GradLeaders primary and secondary colors can be used to extend the color palette in situations where lighter and darker tones are needed for variation.

