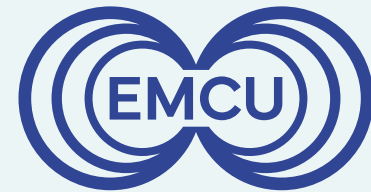
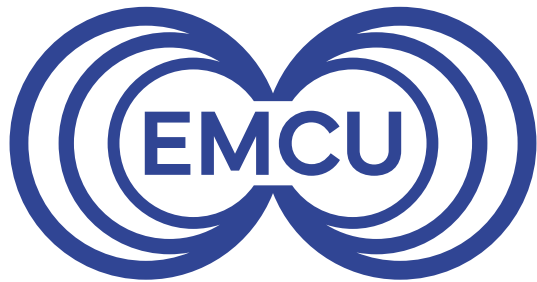




LOGO DESIGN



Color Palette

FOR PRINT

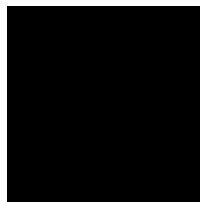
For print items it's best to use CMYK or the Pantone Matching System (PMS) spot colors. It's always advised to see a physical sample of all colors before approving any print materials.

FOR WEB & DIGITAL

For websites, use the HEX values (#XXXXXX). For all other digital applications use RGB. Please note that colors may appear different from screen to screen depending on individual calibration.

*PMS spot colors are approximations made digitally. It is recommended to see physical swatches to confirm the best selection.

Some brand colors do not have a PMS color designated. This is because the color is too light and Pantone does not have an option available. In these instances it is recommended to choose a paper stock or material that coordinates as close as possible with the color.



BLACK

HEX: # 000000

RGB: 0 / 0 / 0

CMYK: 75 / 68 / 67 / 90

PMS: BLACK 6 C



BLUE

HEX: # 304594

RGB: 48 / 69 / 148

CMYK: 96 / 85 / 3 / 0

PMS: 7455 C



AQUA

HEX: # 50ADCD

RGB: 73 / 9 / 13 / 0

CMYK: 73 / 9 / 13 / 0

PMS: 631 C



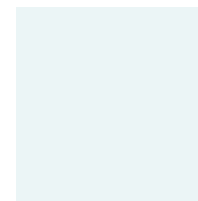
TEAL

HEX: # 7DC5D4

RGB: 125 / 197 / 212

CMYK: 56 / 1 / 16 / 0

PMS: 630 C



COOL GRAY

HEX: # EBF5F6

RGB: 235 / 245 / 246

CMYK: 7 / 0 / 2 / 0

TYPEFACES

HEADER 1, 3, & BUTTONS - AKTIV GROTESK BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890?!@£\$%^&*()-=+

Available on Adobe Fonts & Squarespace for free
<https://www.daltonmaag.com/font-library/aktiv-grotesk.html>

HEADER 2 - AKTIV GROTESK MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890?!@£\$%^&*()-=+

Available on Adobe Fonts & Squarespace for free
<https://www.daltonmaag.com/font-library/aktiv-grotesk.html>

PARAGRAPH - GEORGIA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890?!@£\$%^&*()-=+

Available on Microsoft & Squarespace for free
<https://www.myfonts.com/collections/georgia-font-microsoft-corporation>

TYPE HIERARCHY

Hierarchy in type refers to how our font system uses size, weight, style, capitalization, etc. to emphasize specific text and guide the eye to important information. Try to follow these rules as best you can to maintain brand integrity.

Font: Aktiv Grotesk Bold
Size: 13 pt
Caps: Uppercase
Leading: 16 pt
Tracking: 100 pt

HEADER 1 TYPE STYLE

Header 2 Type Style Lorem Ipsum Dolor Sit Amet

Font: Aktiv Grotesk Bold
Size: 23 pt
Caps: Title Case
Leading: 28 pt
Tracking: 0 pt

Header 3 Type Style

Font: Aktiv Grotesk Medium
Size: 33 pt
Caps: Title Case
Leading: 40 pt
Tracking: 0 pt

Paragraph type style tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Font: Georgia Regular
Size: 10 pt
Caps: Sentence Case
Leading: 18 pt
Tracking: 0 pt

Font: Aktiv Grotesk Bold
Size: 10 pt
Caps: Uppercase
Leading: 12 pt
Tracking: 140 pt

BUTTON STYLE

BUTTON STYLE



These guidelines lay out the visual and strategic brand foundations for EMC United.

Created by Six Leaf Design • hello@sixleafdesign.com