



Making It Better

Logo Style Guide

Established September 2014

Making It Better Logo



Primary Logo
2 color



Book Symbol • Stand Alone Variation
2 color



Horizontal Variation
2 color



Banner Variation
2 color

Incorrect Logo Usage

At the very least, incorrect use of the Making It Better logo makes our communication materials inconsistent and unprofessional. At worst, it can cause the logo to be unrecognizable. The guidelines illustrated below are intended to be a general guide on what not to do.



Never scale the logo disproportionately or alter its relational size



Never skew the logo or modify its proportions



Never use any special effects such as drop shadow



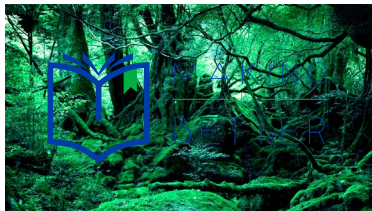
Never use any unapproved color



Never add any additional graphic elements



Never use the logo within text



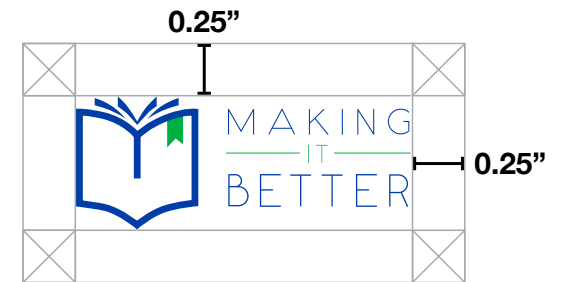
Never use the logo on a background with similar colors to the logo



Never use 1 color version on photographic background with too much contrast

Logo Spacing

To facilitate effective communication, the Making It Better logo must be separated from other graphic elements or identities by a minimum of the defined white or clear space. At no time should text or any other visual element overlay the logo. Clear space is the area surrounding the logo that must be kept free of all other graphic elements. The minimum required clear space is defined by the measurement of **.25"**. The clear space is proportionate to the logo.



Color Palette

The primary Making It Better logo color palette is comprised of 2 colors. Alternatively, there is a 1-color white option for use on a dark background. Be cautious when using the various logo variations over similarly colored backgrounds (white is best as a background for the 2-color logo; a dark background is best for the white logo).



PMS 293 C
CMYK - 100 / 80 / 12 / 3
RGB - 0 / 61 / 167
HEX - 003DA7



PMS 354 C
CMYK - 95 / 0 / 100 / 0
RGB - 0 / 175 / 67
HEX - 00AF43



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