

Idaho Travel Council

GRANT LOGO GUIDELINES
2020 UPDATE

CLEAR SPACE



COLOR PALETTE



ORANGE

CMYK:
12/60/73/0

RGB:
217/124/84

HEX:
#D97C54



TEAL MEDIUM

CMYK:
76/35/45/8

RGB:
64/127/130

HEX:
#407F82



TEAL DARK

CMYK:
67/21/37/1

RGB:
50/84/84

HEX:
#325454



WHITE

CMYK:
0/0/0/0

RGB:
255/255/255

HEX:
#FFFFFF



PROCESS BLACK

CMYK:
0/0/0/100

RGB:
0/0/0

HEX:
#000000

COLOR USAGE



MINIMUM SIZE-PRINT



CORRECT USAGE

- When placed on a dark background, the Grant logo should be white.
- Only/always use brand colors.

INCORRECT USAGE

- **DO NOT** change the size or placement of any of the logo elements.
- **DO NOT** place the logo on similarly-colored backgrounds.
- **DO NOT** mix the logo colors.
- **DO NOT** use outdated versions of the logo.
- **DO NOT** add effects to the logo.
- **DO NOT** place the logo on a busy photograph or pattern.
- **DO NOT** stretch or squeeze the logo.
- **DO NOT** outline the logo in any color.