

Upstate SC Alliance Brand Guidelines

Do not alter logo art. No other variations of the UA logo are permitted except what is approved by the marketing team. Access the logos here: <https://www.dropbox.com/home/Images/UA%20Logos>

PRIMARY LOGO USAGE - Horizontal with Tagline



SECONDARY LOGO USAGE - Stacked with Tagline



TERTIARY LOGO USAGE - without Tagline



ICON USAGE



Upstate SC Alliance Color and Font Guidelines

Do not alter approved colors. No other variations of the UA colors are permitted except what is approved by the marketing team.

PRIMARY PALETTE



CMYK 56, 0, 47, 34
RGB 77, 142, 117
SPOT PMS-625C
HEX #4D8F75



CMYK 0, 27, 100, 18
RGB 213, 161, 15
SPOT PMS-1245C
HEX #D5A10F

SECONDARY PALETTE



CMYK 73, 0, 15, 34
RGB 0, 137, 156
HEX #00899C



CMYK 70, 77, 19, 31
RGB 79, 61, 107
HEX #4F3D6B



CMYK 33, 21, 19, 0
RGB 173, 184, 192
HEX #ADB8C0



CMYK 0, 0, 0, 20
RGB 209, 211, 212
HEX #D1D3D4



CMYK 0, 0, 0, 80
RGB 88, 89, 91
HEX #58585B

FONTS

Helvetica Neue Condensed

Univers

Roboto

Calibri (Microsoft PowerPoint and Word)