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.

BRAND COLORS

CMYK	64, 15, 100, 2	CMYK	0, 27, 100, 18	CMYK	73, 0, 15, 34	CMYK	70, 77, 19, 31
RGB	107, 164, 58	RGB	213, 161, 15	RGB	0, 137, 156	RGB	79, 61, 107
PMS	7737C	PMS	1245C	PMS	2222C	PMS	7447C
HEX	#6BA43A	HEX	#D5A10F	HEX	#00899C	HEX	#4F3D6B

CMYK	33, 21, 19, 0	CMYK	0, 0, 0, 20	CMYK	0, 0, 0, 80
RGB	173, 184, 192	RGB	209, 211, 212	RGB	88, 89, 91
HEX	#ADB8C0	HEX	#D1D3D4	HEX	#58585B

FONTS

Helvetica Neue Condensed
Univers
Calibri (Microsoft PowerPoint and Word)

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