SHESC Design Style Guide for Journalists

Contents

Colors

Primary accent color: Light blue

Hex: #55a8dd

RGB: 85, 168, 221

CMYK: 70, 10, 0, 0

Pantone (approximate): 284 C

Primary dark color: Designer Black

Hex: #1E1E19

RGB: 30, 30, 25

CMYK: 70, 50, 30, 100
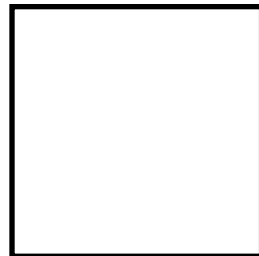
Pantone (approximate): Black C

Primary light color: White

Hex: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Pantone (approximate): P 1-1 U

Secondary accent color: Light gray

Hex: #999999

RGB: 153, 153, 153

CMYK: 23, 18, 17, 20

Pantone (approximate): 7539 C

Alert and attention color: Dusky red

(Use *only rarely* for text or background - at 40% tint - for attention-grabbing or "alerting" purposes.)

Hex: #CC0000

RGB: 204, 0, 0

CMYK: 1, 100, 96, 13

Pantone (approximate): 185 C

Logos - 30 Years

This **new** logo is being used from **July 1, 2020, to June 30, 2021,** to help recognize and celebrate 30 years since SHESC's founding. After this date, please use the logos on pages 6-7.

Downloadable versions of all of the new logo variations will be available at go.smokyhill.org/logo-press-packet.

Standard logo - horizontal (preferred logo)

Vertical logo (For better fit in certain designs)

Logos - 30 Years

Use particular caution to avoid sizing logos too small when using these options against a dark background, especially for physically printed items. The dark ink or toner more easily "bleeds" into the white lettering of the logo, making it potentially difficult or impossible to read.

Standard dark logo - horizontal (Light on dark background)

Vertical logo (For better fit in certain designs)

Logos

This version of the **new** logo should be used anytime **after June 30, 2021** and any use of the 30 years version of the logo after this date should be discontinued.
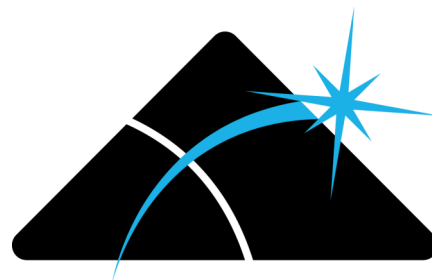
Standard logo - horizontal (preferred logo)

Vertical logo (For better fit in certain designs)

Icon (Used primarily for computer, web, and internet.)

Logos

While the "icon" versions of the logo at the bottom of this page and page 6 are primarily intended for uses such a mobile app icon or other electronic branding, they may also eventually see usage on their own (without "Smoky Hill Education Service Center.")
Eventual usages of the icon could include anything from branded apparel to cookie decorations to giveaway items.

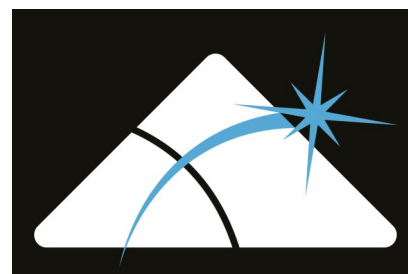Standard logo - horizontal (preferred logo)

Vertical logo (For better fit in certain designs)

Icon (Used primarily for computer, web, and internet.)

Notes