NAVY

c**96** m**76** y**44** k**47**

r**21** g**54** b**81**

Hex: **133651**

Pantone: **648C**

AZURE

c**95** m**61** y**22** k**5**

r**0** g**96** b**144**

Hex: **006090**

Pantone: **2384C**

RUST

c**10** m**64** y**99** k**1**

r**221** g**119** b**40**

Hex: **dd7728**

Pantone: **138C**

SKY

c**15** m**0** y**2** k**0**

r**211** g**237** b**246**

Hex: **D3EDF6**

Pantone: **7457C**

BIEGE

c**6** m**9** y**11** k**0**

r**237** g**226** b**218**

Hex: **EDE2DA**

Pantone: **7604C**

CABARET DISPLAY
Logo Font

GEORGIA BOLD
System Font Alternative

Soleil ExtraBold
Logo Font

Arial Bold
System Font Alternative

On light

Full Color

Single Color

On dark

Full Color

Single Color

File Use Guide

To maintain legibility on all backgrounds, the following notes will help you understand how and when to use the provided files.

Take care that all elements are visible and avoid using the logo on extremely busy backgrounds. The logo should always be crisp and clear against whatever background is chosen for the design.

COLOR VARIATIONS

For each layout of your logo, you will have 4 color variations, demonstrated and labeled on the previous page.

FULL COLOR ON LIGHT
This should be your primary color choice. Use this version in printing and online applications.

FULL COLOR ON DARK
The reverse version of the full-color logo is to be used when the logo needs to be on a dark background.

ONE COLOR ON LIGHT
This is primarily intended for applications that are strictly limited to one color, or scenarios when it increases the legibility of the logo. It should never be adapted into colors outside of your brand.

ONE COLOR ON DARK
The reverse version of the one-color logo is to be used when the logo needs to be on a dark background.

FILE TYPES

For each variation you will have 4 file types, distinguished by the extension following the period in the name.

.EPS
- A vector file (edges will remain sharp if enlarged)
- Most computers won't be able to open these, but they are the preferred file for designers & printers
- Ideal for large format printing, embroidery & etching

.PDF
- A vector file (works as a substitute for an .EPS file)
- Opens on all devices, but tricky for designers to edit

.JPG
- A raster file (will appear blurry if enlarged)
- Appears in a white box (only use on white backgrounds)
- Commonly used, easy to share, ideal for use online

.PNG
- A raster file (will appear blurry if enlarged)
- Has a transparent background instead of white
- Preferred in uses where the background is NOT white
- Commonly used, easy to share, ideal for use online