PEAKS

Branding and Visual Identity Guidelines

Logo

Logo

Logo Versions

Full color

Reversed color

Single color green

Single color white

Single color gray

Logo

Alternate Logo (Vertical)

Logo

Logo with tagline

Logo

Logo Versions

Full color

Reversed color

Single color green

Single color white

Single color gray

Logo

Clear Space

Make sure the minimum clear space is applied to the logo.

Minimum size

The minimum size of 7 Peaks logo is 20px height on screen, or 0.28 inc height in print.

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Clear Space

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The minimum size of 7 Peaks logo is 20px height on screen, or 0.28 inc height in print.

Logo

Logo Application

7 Peaks logo should always be presented for the masimum impact and clarity.

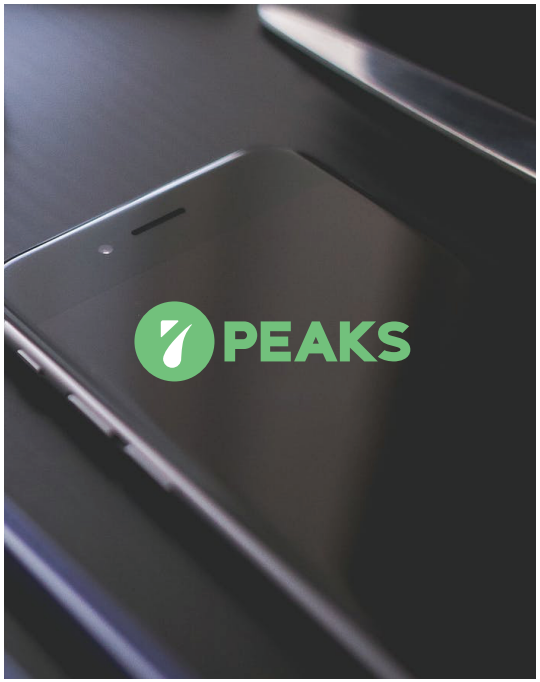
Use the full color logo on white or light-colored backgrounds or photos. The 7 is remain white.

Use the reversed color logo on dark backgrounds or photos that provide sufficient contrast for all logo components. The 7 is remain white.

Logo

Logo Application

7 Peaks logo should always be presented for the maximum impact and clarity.



Use the single color green logo on dark-colored backgrounds or photos. The 7 is remain white.

Use the single color green logo on dark-colored backgrounds or photos. The 7 should be transparent.

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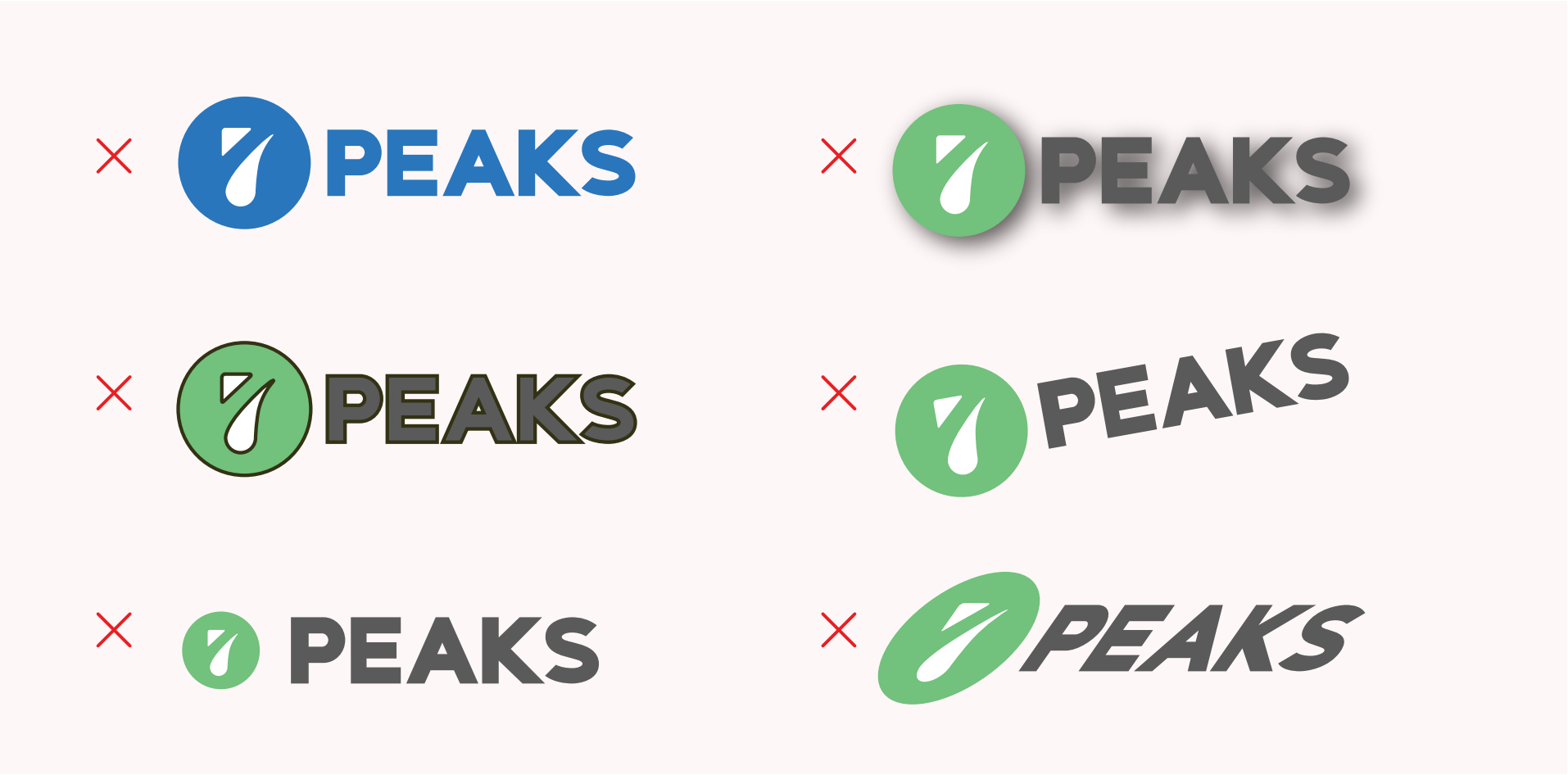
Logo

Things to Avoid

Follow these guidelines when working with 7 Peaks logo. Don't recreate or modify the logo in any way.



Corporate Colors

Primary Color

7 Peaks Green

CMYK	57,1,68,0
RGB	115, 191, 124
HEX	#73BF7C

Dark Gray

CMYK	63, 55, 54, 28
RGB	90, 90, 89
HEX	#5A5A59

White

CMYK	0,0,0,0
RGB	255, 255, 255
HEX	#FFFFFF

Corporate Colors

Secondary Color

Purple

CMYK	62, 74, 0, 0
RGB	118, 90, 166
HEX	#765AA6

Blue

CMYK	59, 31, 0, 0
RGB	105, 153, 208
HEX	#6999D0

Aquablue

CMYK	74, 0, 31, 0
RGB	0, 186, 188
HEX	#00BABC

Yellow

CMYK	0, 15, 81, 0
RGB	255, 213, 76
HEX	#FFD54C

Orange

CMYK	0, 43, 100, 0
RGB	249, 160, 27
HEX	#F9A01B

Red

CMYK	0, 88, 73, 9
RGB	219, 63, 64
HEX	#DB3F40

Gray

CMYK	4, 7, 8, 35
RGB	168, 163 ,162
HEX	#A8A3A2

Black

CMYK	11, 18, 20, 88
RGB	59, 52, 50
HEX	#3B3432