

What fonts should be used?

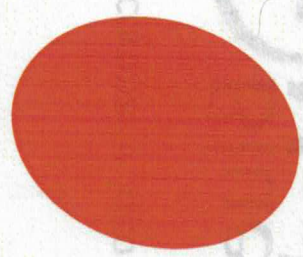
When you can, use Baker Signet for headlines, and use Bank Gothic for subheads and body of text. For web and other applications, use Source Sans Pro Semibold or Trebuchet MS for headlines & titles and Source Sans Pro Light or Verdana for body text.

Choose the correct mode for your project. Below are color breakdowns for each color mode.

PMS Pantone Matching System Used for silkscreen, 1 or 2-color printing applications.

RGB Used for on-screen viewing, social media and Word DOCS

CMYK Used for 4-color process printing.



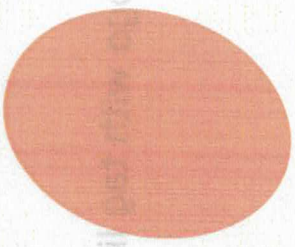
Orange

PMS—Pantone Hexa-chrome
Orange U

CMYK
0, 52, 100 0

RGB
255, 102, 0

WEB
FF6600



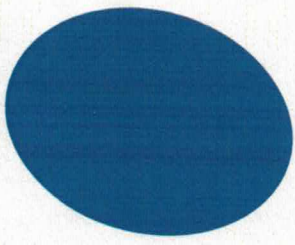
Light Orange

PMS—Pantone Hexa-chrome
Orange U—50% Tint

CMYK
0, 42, 67, 0

RGB
255, 178, 127

WEB
FFB27F

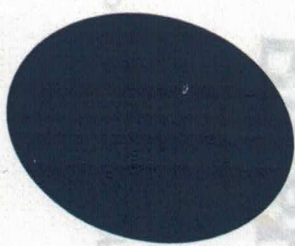


Bright Blue

PMS—Pantone 287 U
CMYK
100, 72, 2, 12

RGB
52, 82, 144

WEB
345290

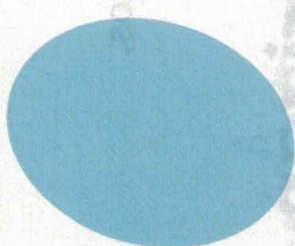


Navy

PMS—Pantone 289 U
CMYK
100, 76, 10, 65

RGB
63, 75, 101

WEB
3F4B65



Light Blue

PMS—Pantone 2717 U
CMYK
34, 10, 0, 0

RGB
167, 198, 238

WEB
A7C6EE



LOGO USAGE QUICK STYLE GUIDE

Refer to this guide when creating or updating any Blue Marble internal/external communications.

Main company logo and logo with tag line.



YOUR DATA. YOUR WAY

Product specific logos.



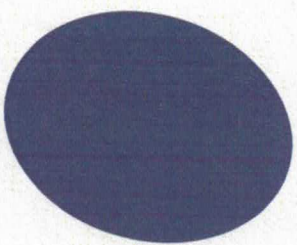
Blue Marble logo files are stored at www.blue-marble.com/upload
User name: BME_Graphics, Password: PrettyPictures

Color mode continued

PMS Pantone Matching System Used for silkscreen, 1 or 2-color printing applications.

RGB Used for on-screen viewing, social media and Word DOCS

CMYK Used for 4-color process printing.



Deep Purple

PMS—7447 C

CMYK

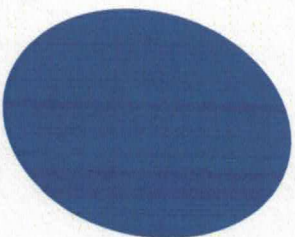
85, 84, 16 6

RGB

75, 64, 114

WEB

4B4072



Light Purple

PMS—5275 C

CMYK

87, 80, 2, 5

RGB

71, 68, 140

WEB

47448C