IT'S IT logo & branding guidelines

Font lucida fax dimibold

PMS Colors
Gray: 424
Blue: 2955
Green: 3425

CMYK
Gray: 0-0-0-65 (65% black only)
Blue: 100-45-0-37
Green: 100-0-78-42

Hexadecimal colors
Gray: #585858
Blue: #003865
Green: #006341

Logo on white or light backgrounds

Logo on black or dark backgrounds.
(Gray is 30% black)