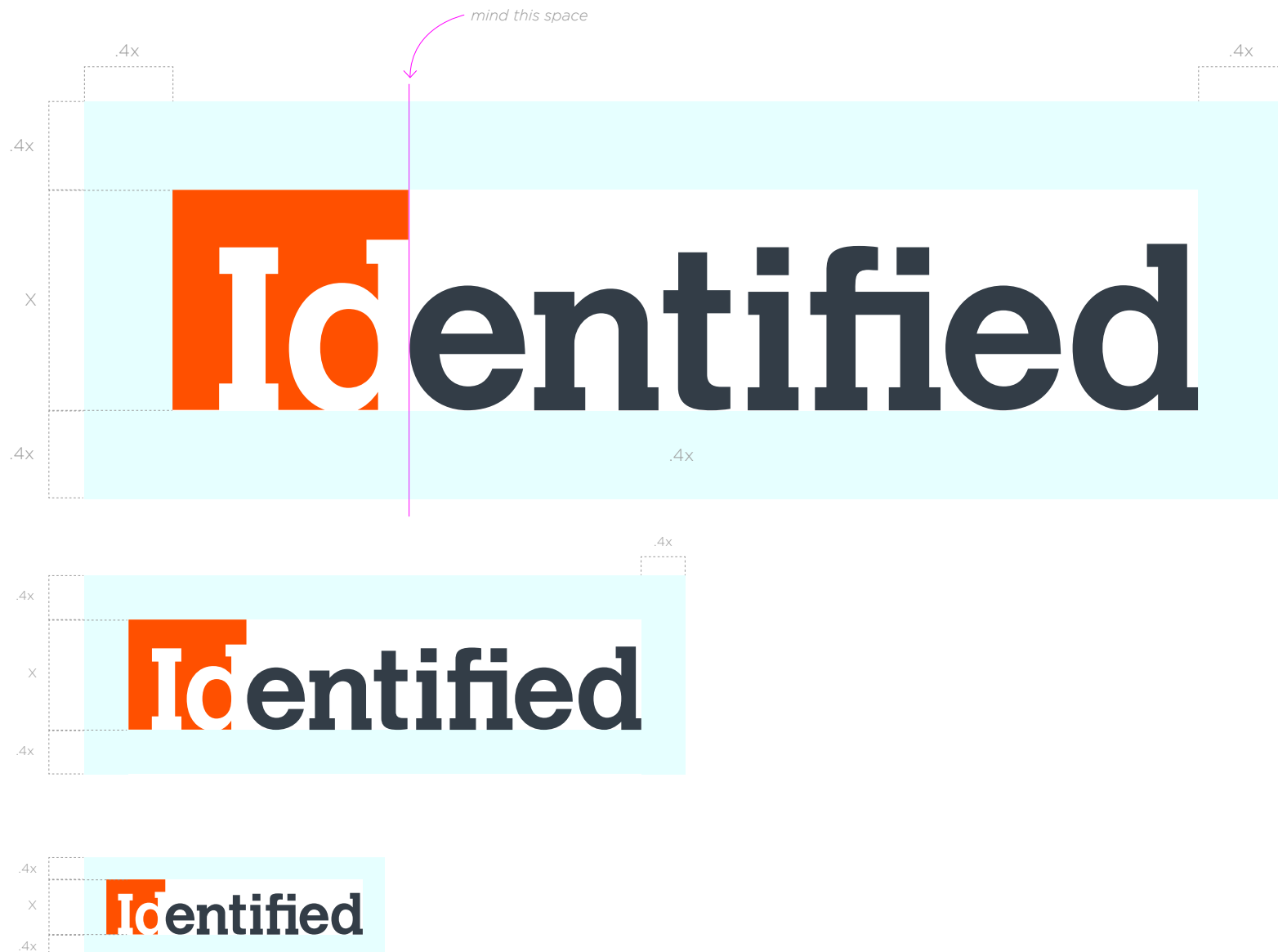


## CLEAR SPACE

To ensure that other visual elements do not get in the way of the logo, an area of isolation is defined. The amount of clear space around the logo should always be equal to a fourth of its current height, referred to as “X” in these diagrams.

This is the prescribed minimum and should be increased wherever possible.



# color .palette

## WEB

#FF5000	R255 G80 B0	Orange 021 C	C0 M83 Y100 K0
#333D47	R51 G61 B71	432 C	C78 M64 Y53 K44

#EA1D75	R234 G29 B117	213 C	C1 M98 Y24 K0
#455560	R255 G209 B0	109 C	C0 M16 Y100 K0
#00B44F	R0 G180 B79V	7481 C	C90 M0 Y97 K0
#00A7E1	R0 G167 B225	2995 C	C80 M12 Y1 K0

#333333	R51 G51 B51	447 C	C68 M60 Y65 K55
#CCCCCC	R204 G204 B204	427 C	C17 M12 Y13 K0

The **primary color palette** used for the Identified logotype. Shown here are the HEX, RGB, Pantone and CMYK color values respectively.

**Secondary color palette** used everywhere else. These should never be used on the Identified logotype.

Percentage tints can be used in any of these colors. Other colors may be used where appropriate.

100%	80%	60%	40%	20%

The logo features a stylized orange 'I' and 'C' on the left, followed by the word 'entified' in a dark blue, sans-serif font. A horizontal dashed line passes through the middle of the letters 'I' and 'C'.

#### WEB

- #FF5000  
R 255 G 88 B 0
- #333D47  
R 51 G 61 B 71

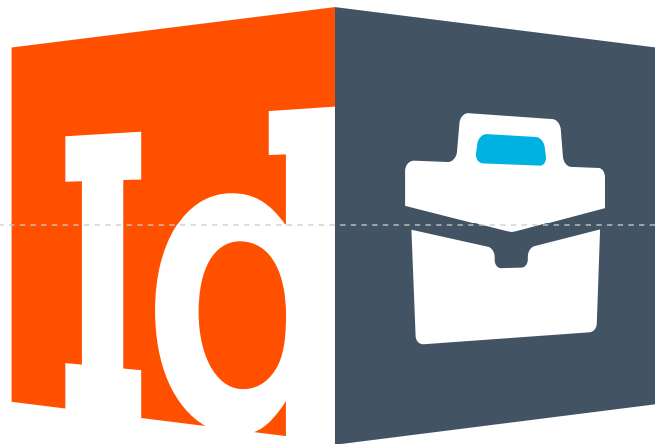
This will only be used for web, screens and other non-print media.

#### PRINT

- PANTONE Orange 021 C  
C 0 M 83 Y 100 K 0
- PANTONE 432 C  
C 78 M 64 Y 53 K 44

The colors might look weird right now on your monitor, but the PMS/CMYK values are exactly what we are aiming for as the “orange” in our logotype.

Be sure to check with your printer/print shop if they use [PANTONE Matching System](#).



Identified  
**RECRUIT**

**WEB**

● #FF5000  
R255 G88 B0

● #425363  
R66 G83 B99

● #00B2E2  
R0 G178 B226

● #8A8A8D  
R138 G138 B141

● #332E1F  
R51 G46 B31

**PRINT**

● Orange 021 C  
C0 M83 Y100 K0

● 7545 C  
C77 M60 Y45 K26

● 306 C  
C72 M14 Y7 K0

● Cool Gray 8 C  
C49 M40 Y38 K4

● Black 2 C  
C62 M60 Y77 K66