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primary logo / logo 1

Graphic mark with wordmark underneath.
Use whenever possible so users can begin to identify this logo with the product.



alternate logo / logo 2

Wordmark without the graphic mark.
Use whenever there is not enough space to include the graphic mark or when the design calls for a simpler logo.

parachute

alernate logo / logo 3

Graphic mark by itself. Use when users will be able to identify the brand without the wordmark.



alternate colors

black logo

Like the blue logo, the black logo will only ever have a white parachute. Use the black logo when a design can only be done in black and white.

white logo

This file is a PNG file which is transparent. (See page 11). This means that the parachute inside the cloud and the immediate area around it will reflect the color of the background it's placed on. Use the white logo as a more creative option as well as when the background will be blue (this would clash with the blue of the primary logo).



color palette



RGB

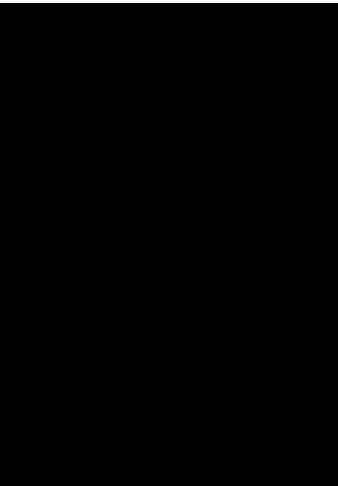
R 0
G 189
B 242

CMYK

C 75%
M 0%
Y 0%
K 0%

HEX Value

#00BCF2



RGB

R 0
G 0
B 0

CMYK

C 0%
M 0%
Y 0%
K 100%

Hex Value

#000000



RGB

R 255
G 255
B 255

CMYK

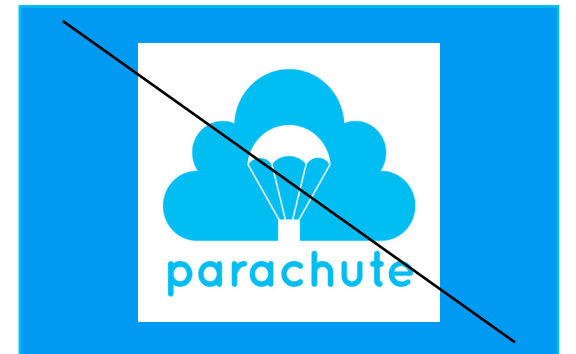
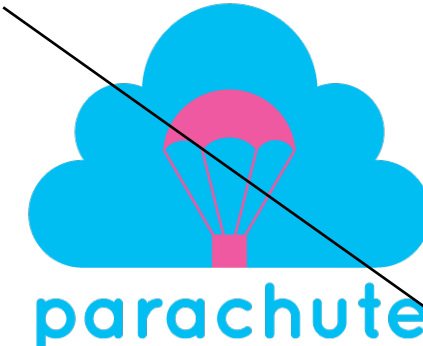
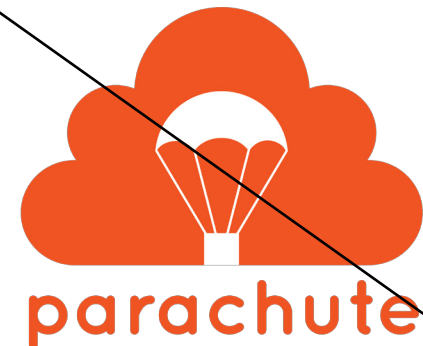
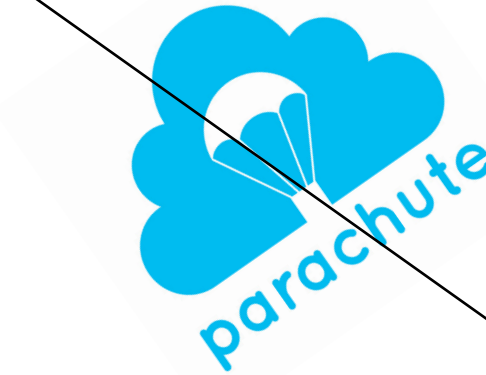
C 0%
M 0%
Y 0%
K 0%

HEX Value

#FFFFFF

Don't

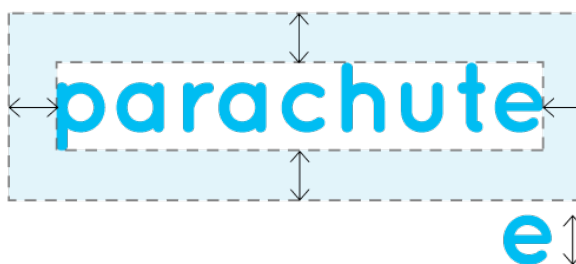
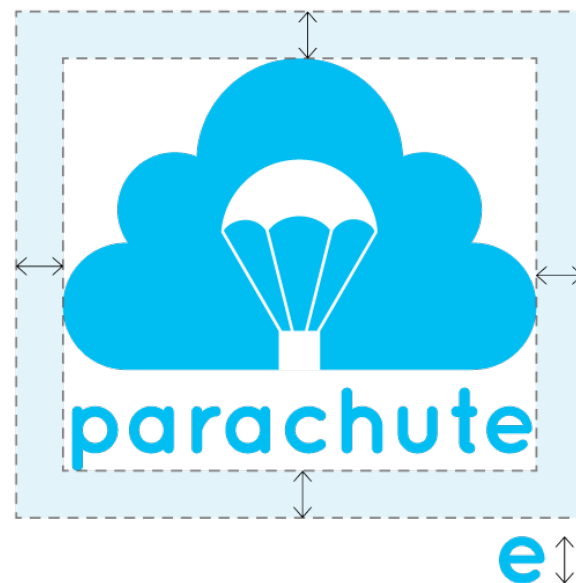
- Stretch or compress the logo
- Rotate, flip or reflect the logo
- Shrink the logo to a size where you can barely make out the parachute strings (if you need a small logo, use the wordmark)
- Change the color of the cloud, parachute or wordmark. The parachute color can only be changed if the logo is white (as described on page 6).
- When the background color is not white, don't use the jpeg file. This will create a white block around the logo and will not look good. Use a PNG of the white logo (See page 6 and 11).



usage: clear space

When using the logos, be sure to allow clear space around the logo so that it stands out and isn't crowded by the things around it. The dotted border around the logos shown on the right is an example of a good amount of clear space.

Imagine an invisible border as wide as the height of a lowercase letter.



Illustrator

When using these files, be careful not to accidentally change the logo in any way. Only use the illustrator file if you have to change the size of the logos and the provided jpgs or pngs are not small or big enough. You might use this file for products such as t-shirts.

JPEG

Use when the background is white or when the required format is a jpeg.

- print-ready: These files have been saved at a 300ppi resolution
- web-ready: These files have been saved at a 72ppi resolution and are meant for the web. They will load faster.

PNG

Use when the background color on which the logo will be placed is not white. This will allow the color underneath to show through as the color of the parachute. (As shown on page 6).

- print-ready: These files have been saved at a 300ppi resolution
- web-ready: These files have been saved at a 72ppi resolution and are meant for the web. They will load faster.

files



t-shirt mockups



stationary mockups

