



EQUAL PAY COMPANY

BRAND GUIDELINES



# ALIGNMENT

Spacing between the bars should NEVER be altered and the size of the overall logo should be no smaller than 100px wide so it is not too small to read.

The secondary logo should be no smaller than 250px wide.

Primary Logo



Wordmark Logo



EQUAL PAY COMPANY

Secondary Logo with Tagline





# PRIMARY COLORS

Dark Blue

RGB: R 31 / G 32 / B 54

CMYK: C 43 / M 41 / Y 0 / K 79

HEX: 1F2036

Red

RGB: R 255 / G 0 / B 0

CMYK: C 0 / M 100 / Y 100 / K 0

HEX: FF0000

Light Blue

RGB: R 59 / G 185 / B 255

CMYK: C 77 / M 27 / Y 0 / K 0

HEX: 3BB9FF

# SECONDARY COLORS

Silver

RGB: R 152 / G 152 / B 152

CMYK: C 0 / M 0 / Y 0 / K 40

HEX: 989898

Gold

RGB: R 255 / G 183 / B 0

CMYK: C 0 / M 28 / Y 100 / K 0

HEX: FFB700

Platinum

RGB: R 204 / G 204 / B 204

CMYK: C 0 / M 0 / Y 0 / K 20

HEX: CCCCCC



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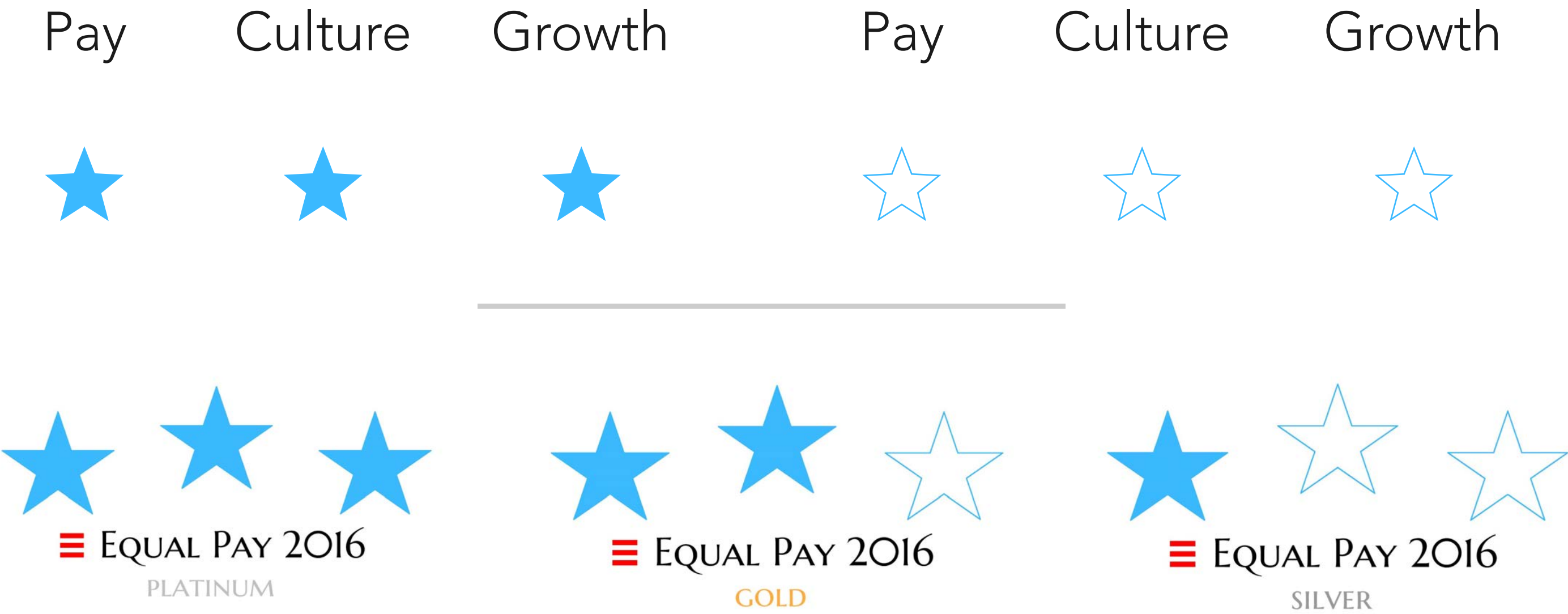
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CERTIFICATION ELEMENTS





# MARCELLUS SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MARCELLUS SC CAN BE FOUND AT:  
<https://fonts.google.com/specimen/Marcellus+SC>

# Avenir

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Avenir can be found at:  
<http://www.designsrock.com/avenir-font-family/>





IDENTITY + VOICE

Equal Pay Company is a bright source of inspiration and clarity - that friend, who reinforces the best in you to shine and be vulnerable to grow from curiosity. We thrive. We share. We live mindful of the tapestry of joy we create as life and the interdependence that implies.

SEARCH TERMS

Business, Teamwork, Meeting, Multi-Ethnic Group, Diverse Workplace, Women Leaders, Young Adult (Turning Ideals into Deals)

LANGUAGE + MECHANICS

The Associated Press (AP) style should be used as a baseline standard for all language and mechanics. Equal Pay Company (EPC) has a clean, fun, joyful, masculine, and feminine feel. Simplicity makes it easier for a hard subject to be fully embraced and processed.

