

PRIMARY LOGO

This is the main Be Pro Be Proud logo. This horizontal version should be used in most situations.



LOGO VARIANTS



Stacked version. Can be used wherever this configuration offers the best use of space.



Single color versions—using one of the two main colors. May be necessary in certain situations.



Reversed versions of logo have been provided.



LOGO CLEAR SPACE

Always maintain clear space around the Be Pro Be Proud signature to protect from distracting graphics and typography.

Measure the clear space by the height of the “B” around all four sides of the logo.

Never allow typography or other elements to “invade” the logo.



LOGO MISUSE



Do not move logo elements.



Do not distort the logo.



Do not rotate the logo.



Do not add shading to the logo.



Do not change the approved colors.



Do not put logo on distracting backgrounds.

COLORS

RED

PMS (spot color printing)
Pantone 1795 C

RGB (digital/on screen)
R: 210 G: 38 B: 48

CMYK (full color printing)
C: 0 M: 96 Y: 93 K: 2

Hex (web)
#D22630

BLACK

PMS (spot color printing)
Pantone Black C

RGB (digital/on screen)
R: 0 G: 0 B: 0

CMYK (full color printing)
C: 0 M: 0 Y: 0 K: 100

Hex (web)
#000000

TYPOGRAPHY

The main font—used in the logo—is Norwester Regular.

Myriad Pro is used for supporting text. The “regular” weight should be used for most body copy.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Norwester

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Myriad Pro

PHOTOGRAPHY/VIDEO

The curation and handling of photography should be an authentic reflection of the Be Pro Be Proud brand. Subjects should be relatable to today’s youth while demonstrating the pride of the next generation of skilled workers.

