





Primary Logo

The primary logo is the preferred logo option, and should be used whenever possible for print and digital applications.



Secondary Logo with Tagline

This version should only be used in large print applications where the tagline will be legible. Whenever the logo appears above 5 inches wide this version is ideal. When writing copy the tagline should read, "Everybody Loves It Here"



Monochrome Logos

Use either of these versions for greyscale printing or limited color applications. They can also be used when more contrast is needed over a neutral colored background.





Do not crop or cut off any part of the logo.



Do not change the spacing, scale, or orientation of any part of the logo.



Do not distort or sheer the logo. Always scale uniformly.



Do not apply any effects to any of the logo elements.



Do not change the logo colors. If more contrast is needed, use one of the monochrome versions.



When placing the logo over a photo or background, do not place the logo over busy sections

Incorrect Usage of the Logo

The secondary version includes our tagline. This version should only be used in large print applications where the tagline will be legible. Whenever the logo appears above 5 inches wide this version is preferred.



Clearance Zone

Please use the x height of the “a” to determine minimum clearance when placing the logo near other elements.



Blue

#1C75BC

RGB: 28, 117, 188

CMYK: 85, 50, 0, 0

PMS: 7461 C



Dark Green

#3C7A2B

RGB: 60, 122, 43

CMYK: 79, 30, 100, 16

PMS: 364 C



Light Green

#77A33E

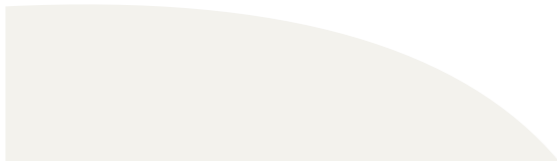
RGB: 119, 163, 62

CMYK: 60, 18, 100, 2

PMS: 7737 C

Brand Primary Colors

When using the brand colors, please refer to the values above to ensure they are accurately portrayed.



Natural White

#F3F2ED

RGB: 243, 242, 237

CMYK: 3, 2, 5, 0



Blue Tint

#E3EEF5

RGB: 60, 122, 43

CMYK: 10, 2, 2, 0



Deep Blue

#77A33E

RGB: 35, 90, 128

CMYK: 91, 63, 30, 11

PMS: 7700 C

Secondary Colors

When using the brand colors, please refer to the values above to ensure they are accurately portrayed.