The Logo

Humanities DC

Name Plate: Korolev, Bold
LOGO VARIATIONS & SCALE

This logo has variations that aim to ensure maximum legibility and logo integrity are prioritized and maintained at all times.

1. **FULL LOGO**

   The full logo is the main logo for HumanitiesDC and should be used in all occasions where suitable space is available.

   The minimum width for the full logo is **1 inch for print or 96 pixels for web**.

2. **NAME PLATE ONLY**

   To be used in special occasions where there is not sufficient vertical space and/or in instances where the logo size must be under 1 inch or 96 pixels wide.

   The minimum width for the name plate only logo is **0.75 inches for print or 72 pixels for web**.
Although the primary logo should be used the majority of the time, this logo is adaptable for any situation and can be utilized in the following brand color variations.

**Primary Logo**
Full Color

**Secondary Logo White**
1 Color (White)*
*uses white at 80% and 50% opacity

**Secondary Logo Black**
1 Color (Black)
*uses black at 80% and 50% opacity

Use the Secondary Logo White version for all dark backgrounds.
# BRAND COLORS

The following colors are the official brand colors for HumanitiesDC. Consistent use of these colors will increase brand recognition and ensure brand consistency across all mediums and platforms.

<table>
<thead>
<tr>
<th>PRIMARY COLOR PALETTE</th>
<th>SECONDARY COLOR PALETTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 100</td>
<td>100</td>
</tr>
<tr>
<td>RGB: 44</td>
<td>41</td>
</tr>
<tr>
<td>#2C296E</td>
<td>PANTONE 273 C</td>
</tr>
<tr>
<td>RGB: 109</td>
<td>125</td>
</tr>
<tr>
<td>#6D7DBD</td>
<td>PANTONE 7456 C</td>
</tr>
<tr>
<td>RGB: 41</td>
<td>154</td>
</tr>
<tr>
<td>#299AD2</td>
<td>PANTONE 6788 C</td>
</tr>
<tr>
<td>RGB: 223</td>
<td>15</td>
</tr>
</tbody>
</table>
TYPOGRAPHY

PRIMARY TYPEFACE

Adobe Korolev is the primary typeface for professional use and should be used for all customer-facing marketing materials for both print and online if possible.

SECONDARY TYPEFACES

Avenir should serve as the secondary typeface in the event that Adobe Korolev is unavailable or for internal use.

Arial should be used for internal use or in the event that both Korolev and Avenir are unavailable.

Thin / Thin Italic
Light / Light Italic
Medium / Medium Italic
Bold / Bold Italic
Heavy / Heavy Italic

Book / Book Oblique
Medium / Medium Oblique
Black / Black Oblique

Regular / Italic
Bold / Bold Italic
1. **MAIN ICON**
   The main icon should be used in all occasions where suitable space is available and the HumanitiesDC logo is already visible or not needed.

2. **JOINT ICON**
   To be used in special occasions where the HumanitiesDC logo is needed in unison with the program icon.

3. **NAME PLATE ONLY**
   To be used in special occasions where there is not sufficient space and the HumanitiesDC logo is already visible or not needed.