

Logo Design NYC

(Brand Guideline At-A-Glance)

LOGO

Exclusion zones

Always allow a minimum space around the logo.

Primary Logo



Secondary Logo



Favicon



Minimum Width

The logo minimum width is 150px, 1.5", or 38mm.

Minimum Height

The logo minimum height is 34px, 0.4", or 10mm.



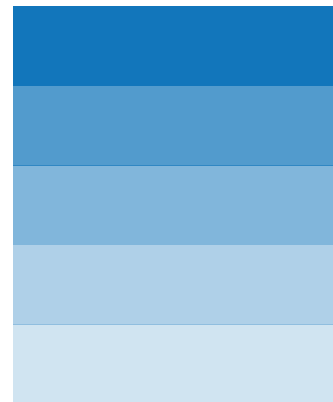
Minimum Width

The logo minimum width is 65px, 1", or 25mm.

Minimum Height

The logo minimum height is 50px, 0.90", or 23mm.

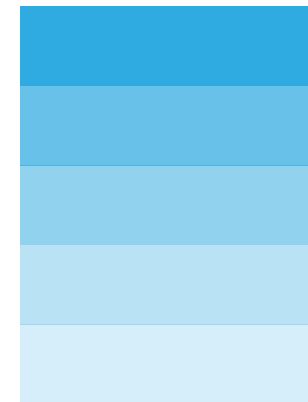
COLOR PALETTE



Hex: 1B76BB

C : 85 R : 27
M : 49 G : 118
Y : 1 B : 187
K : 0

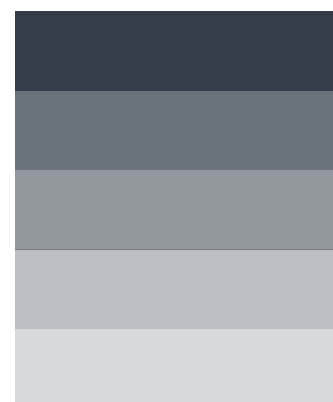
Pantone: 2172 C



Hex: 35ABE2

C : 68 R : 53
M : 15 G : 171
Y : 0 B : 226
K : 0

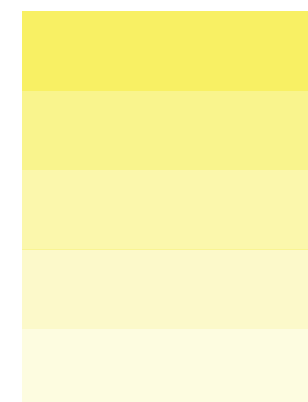
Pantone: 298 C



Hex: 353F4A

C : 78 R : 53
M : 66 G : 63
Y : 51 B : 74
K : 42

Pantone: 7546 C



Hex: FDF064

C : 3 R : 253
M : 0 G : 240
Y : 74 B : 100
K : 0

Pantone: 106 C

TYPOGRAPHY

BELFORT DRAW DARK

Headline Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+=",?:><

Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Bold

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Times New Roman

Paragraph Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+=",?:><

Regular

The Quick Brown Fox Jumps Over The Lazy Dog

Bold

The Quick Brown Fox Jumps Over The Lazy Dog