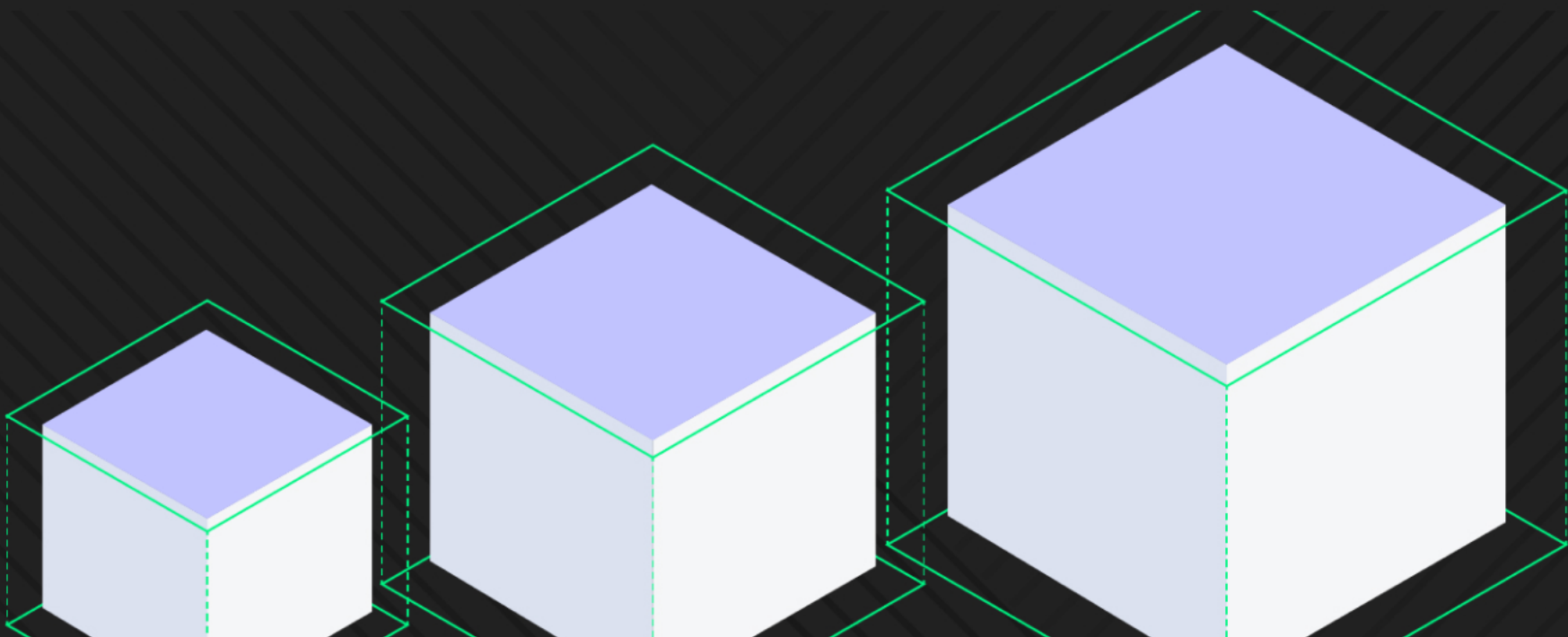


VISUAL IDENTITY

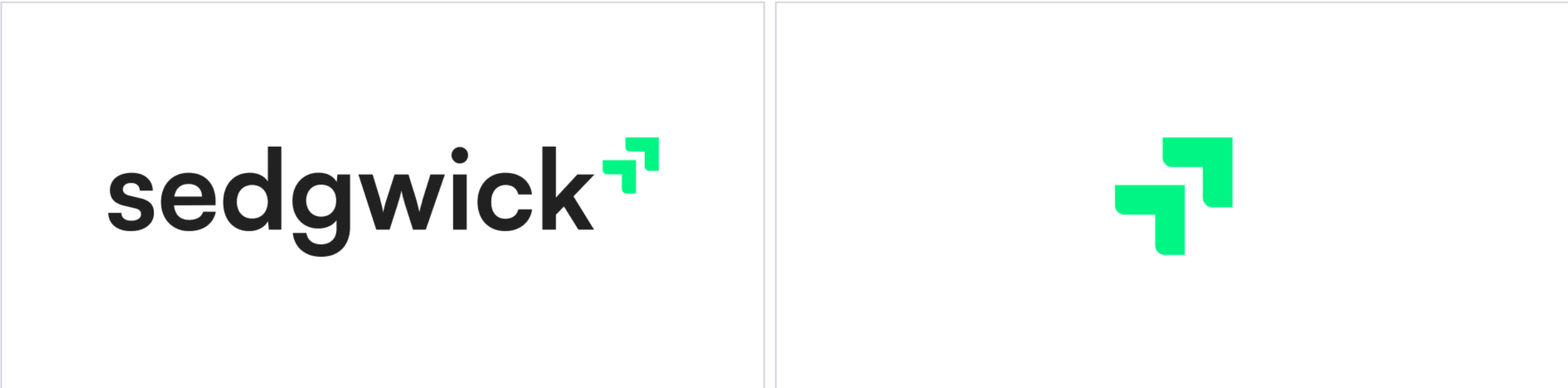
- Logo
  - Logo system
  - Logo
  - Arrow mark
- Tagline
- Color
  - Color
  - Core color palette
  - Illustration color palette
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  - Charts and graphs
- Photography

# Logo system



Our logo — our most recognizable and iconic asset — was designed to be both striking and memorable. We use the following logo system to ensure we're consistent across all deliverables.

## Usage



### Logo

As our primary logo, this mark should be present and clearly visible on all deliverables. It's the first option to consider when selecting a mark.

[Learn more](#)

### Arrow mark

As a graphic element, this mark is a way to provide extra emphasis within our messaging. It can be used for fav icons and our profile icon on social media (but our logo should still be present as well).

[Learn more](#)

## Get inspired





VISUAL IDENTITY

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Color specifications

These are our primary color uses of the primary mark. Warm White and Engaged Black are the preferred background colors for the primary and reversed logos.

PRIMARY

sedgwick

ENGAGED BLACK

FRESH MINT

HEX: 212121

HEX: 00f584

RGB: 33, 33, 33

RGB: 0, 245, 132

CMYK: 72, 66, 65, 73

CMYK: 61, 0, 74, 0

PMS: Black 6C @87%

PMS: 7479 C

REVERSED

sedgwick

WARM WHITE

FRESH MINT

HEX: FFFFFF

HEX: 00f584

RGB: 255, 255, 255

RGB: 0, 245, 132

CMYK: 0, 0, 0, 0

CMYK: 61, 0, 74, 0

PMS: 7479 C

- Color specifications
- Background specifications
- Usage
- Things to avoid

These are our secondary color uses of the primary mark. These should only be used out of absolute necessity, ie a print ad that was in black and white.

BLACK

sedgwick

DYNAMIC BLACK

HEX: 000000

RGB: 35, 31, 32

CMYK: 75, 68, 67, 90

PMS: Black 6C

WHITE

sedgwick

WARM WHITE

HEX: FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Background specifications

Engaged Black

Warm White

Open Gray

Imagery

The reversed logo can be used on both solid and textured Engaged Black backgrounds.

The full color logo can be used on both solid and textured Warm White backgrounds.

The full color logo can be used on solid Open Gray backgrounds.

The reversed logo can be used on both abstract and lifestyle image backgrounds.

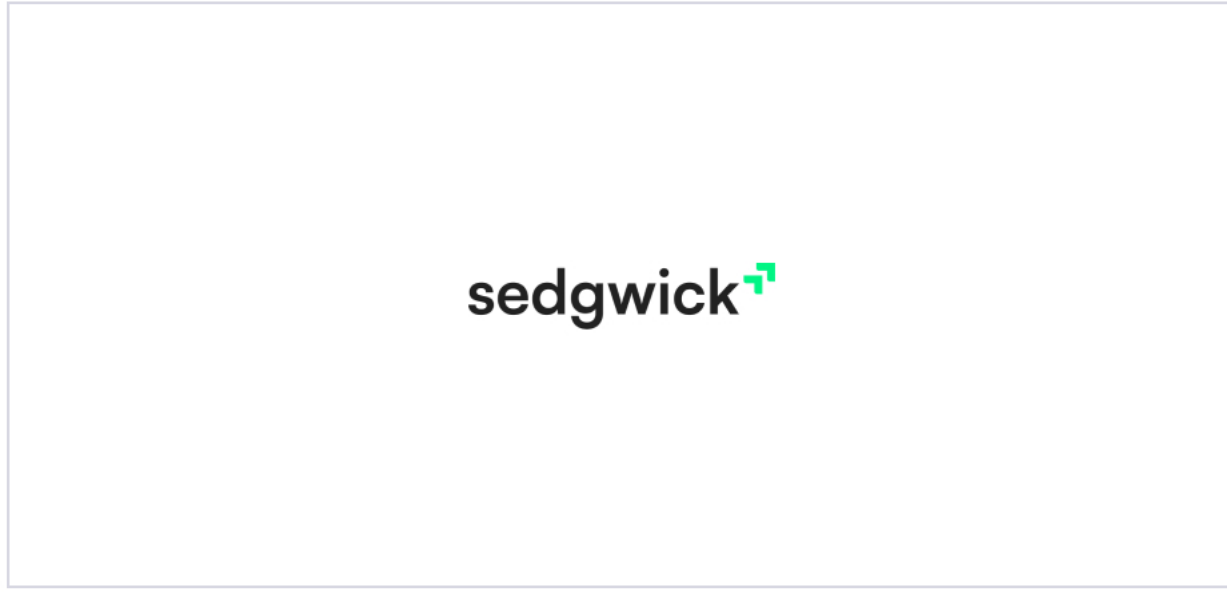
Usage

Clear space



Use the "s" in the logo as guidance for clear space.

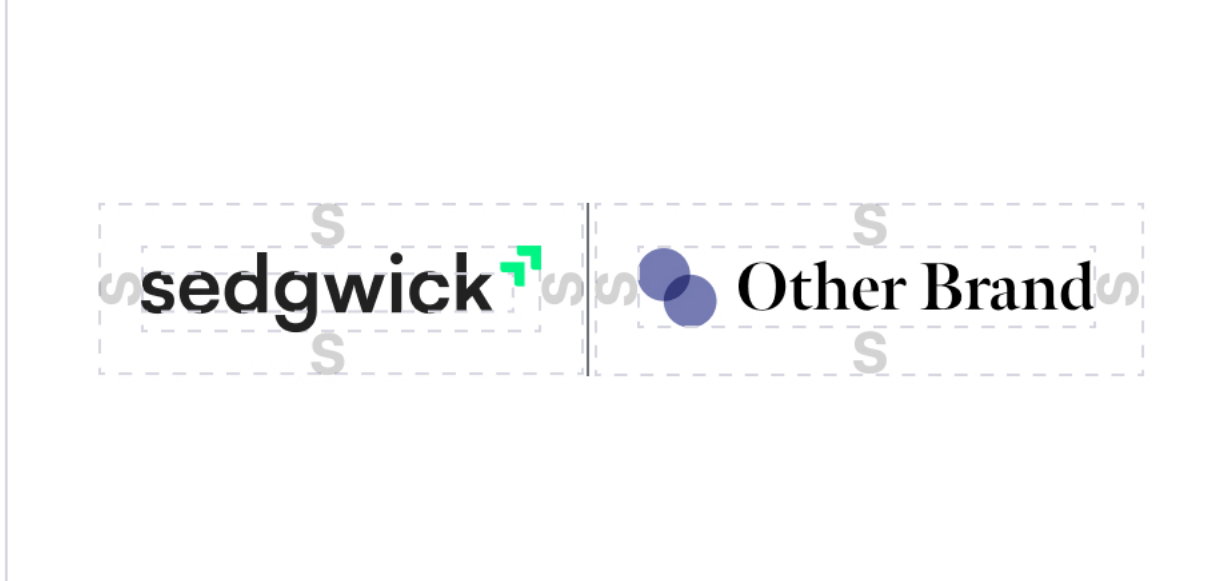
Minimum size



Digital: 115px X 24.78px, Print: 1.5in X .32in

**NOTE** Check for sizing specific to [merchandise](#).

Partnerships



Aligning partnership logos should follow clear space rules, with a separating line in the middle.

Things to avoid

To maintain the integrity of the logo, it's important we use it carefully and consistently across deliverables and experiences. Here are some examples of what not to do.



Don't change the proportions of the logo.



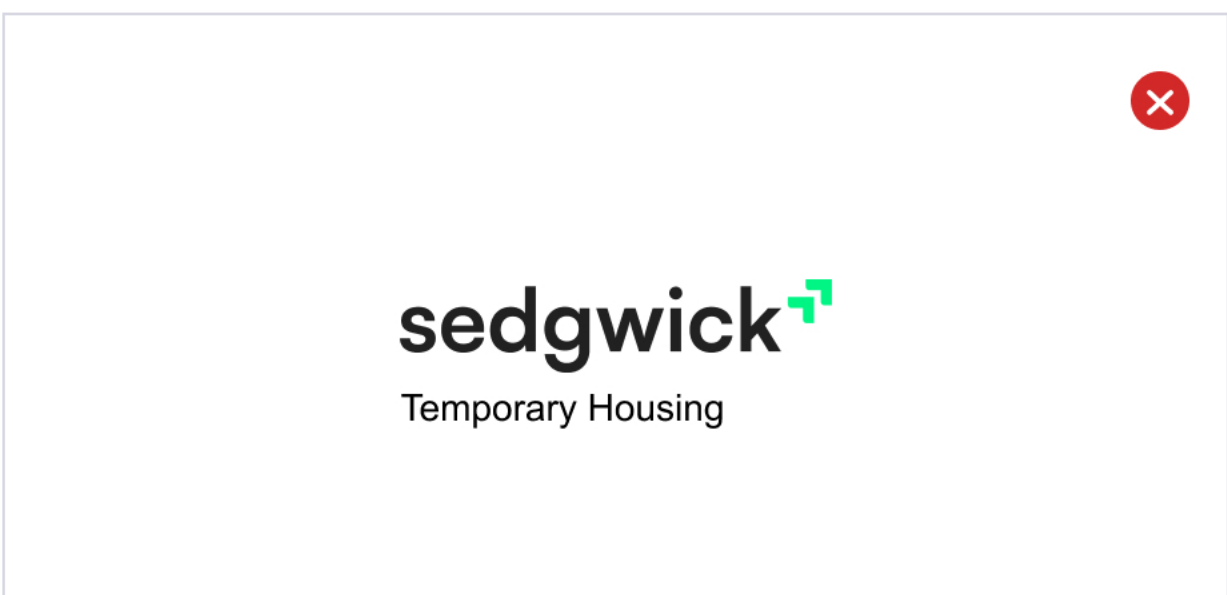
Don't change the color of any part of our logo.



Don't stretch or compress the logo.



Don't contain the logo in a shape.



Don't add your own taglines or division names.



Don't use drop shadows.



VISUAL IDENTITY

Logo

Logo system

Logo

Arrow mark

Tagline

Color

Color

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Illustration color palette

Data color palette

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Typography emphasis

Graphic elements

Overview

Arrow mark

Arrow halftone

Refracted texture

Pattern

Movement arrow

Texture

Icons

Illustration

Data visualization

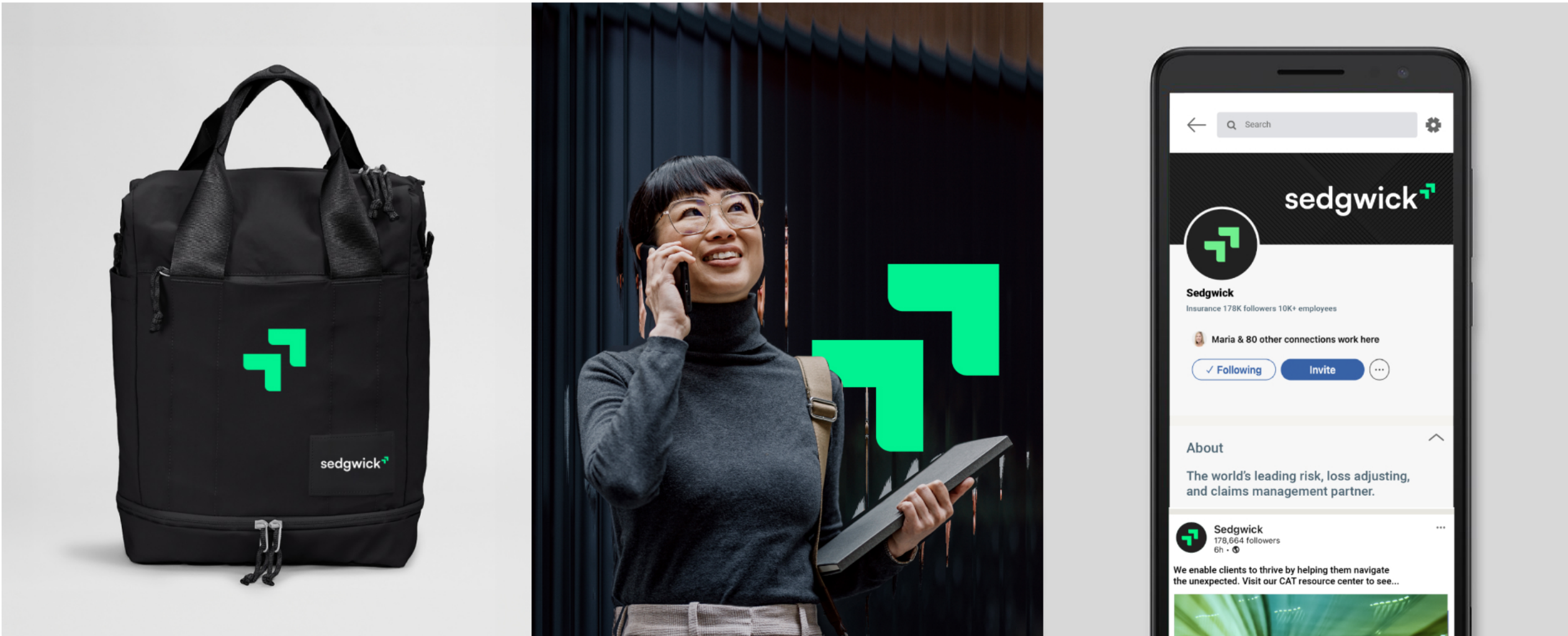
Infographics

Charts and graphs

Photography

Arrow mark

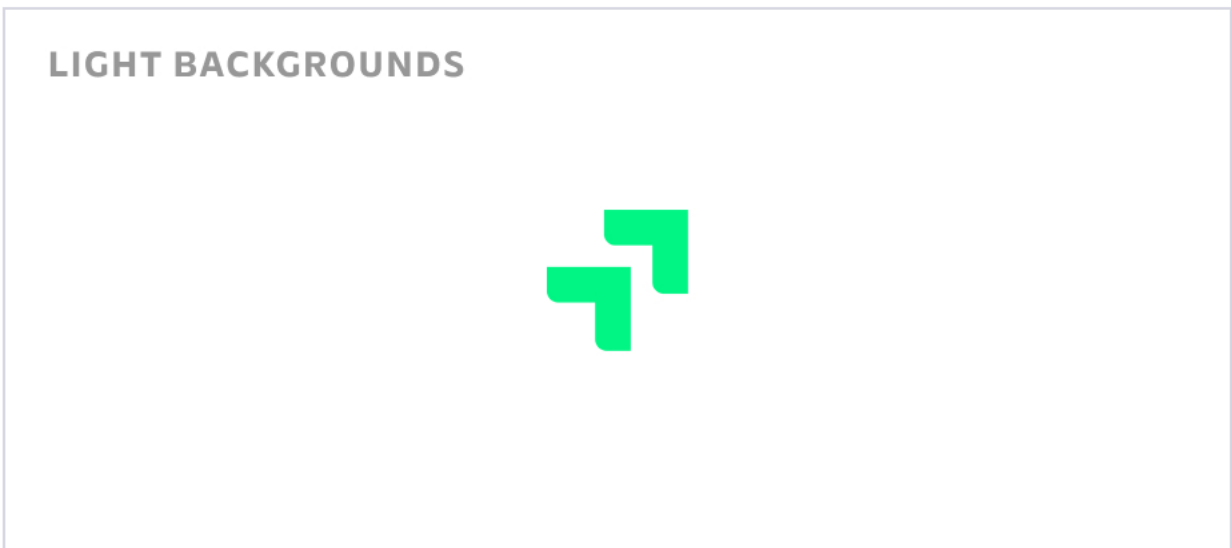
We use our arrow mark as a graphic element to provide extra emphasis to our messaging.



- Color specifications
- Background specifications
- Usage
- Things to avoid

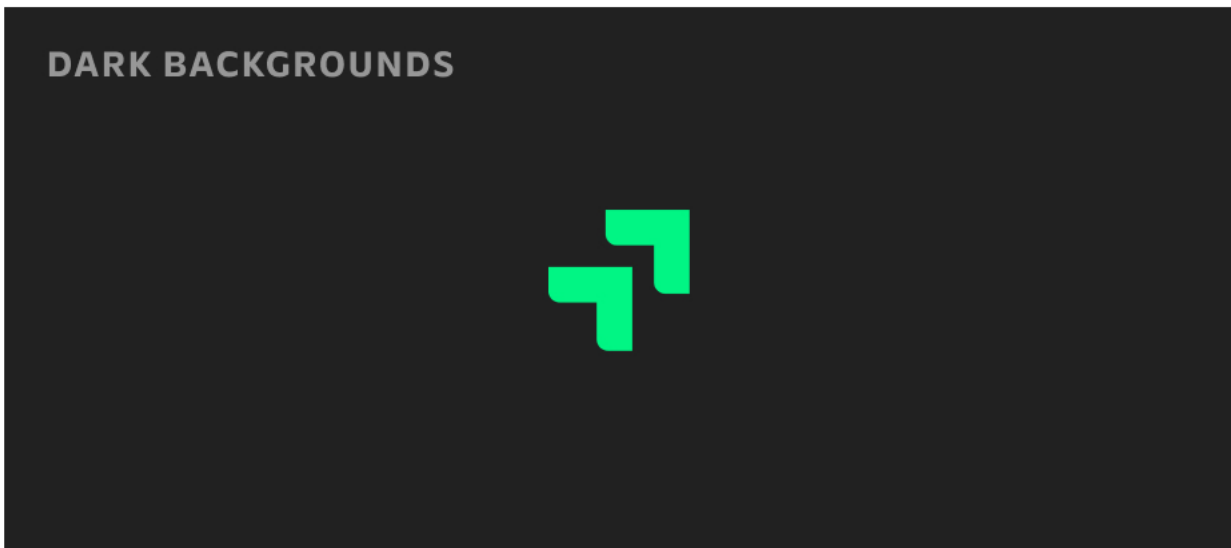
Color specifications

Whether it's a light or dark background, our arrow mark should only be represented in Fresh Mint.



FRESH MINT

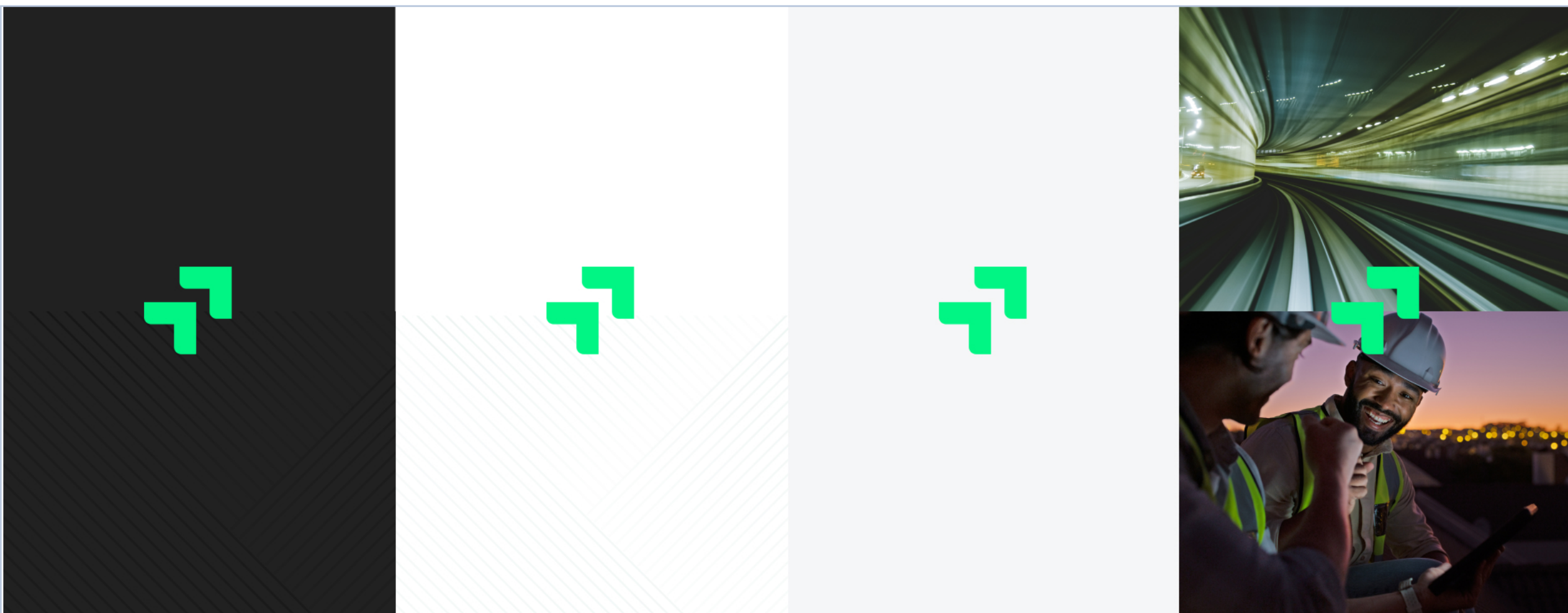
HEX: 00f584  
RGB: 0, 245, 132  
CMYK: 61, 0, 74, 0  
PMS: 7479 C



FRESH MINT

HEX: 00f584  
RGB: 0, 245, 132  
CMYK: 61, 0, 74, 0  
PMS: 7479 C

Background specifications



Engaged Black

The mark can be used on both solid and textured Engaged Black backgrounds.

Warm White

The mark can be used on both solid and textured Warm White backgrounds.

Open Gray

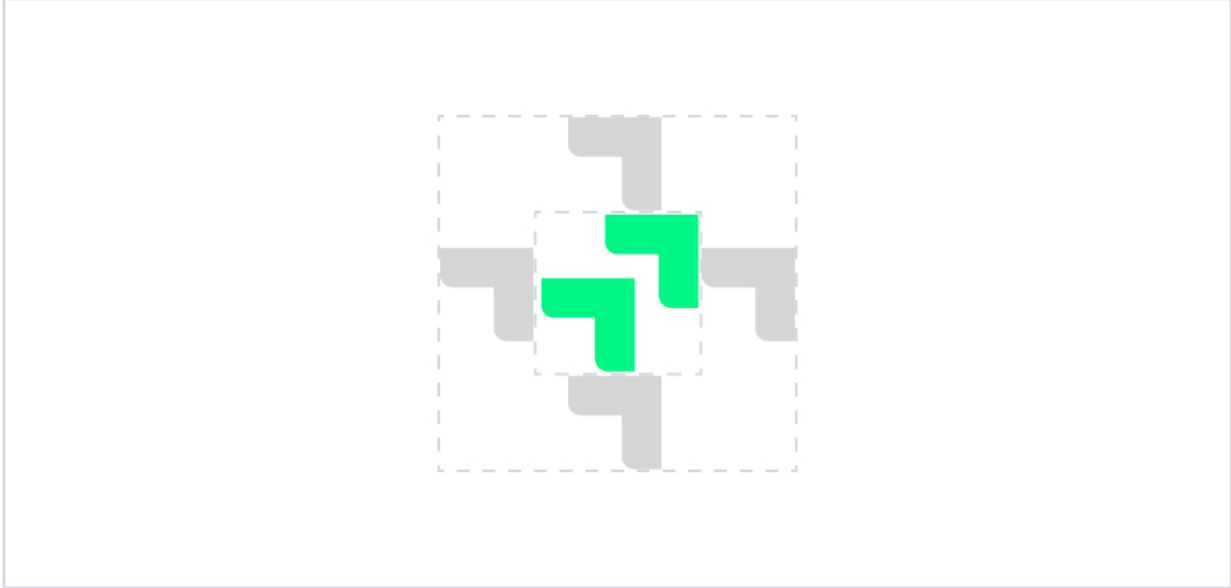
The mark can be used on solid Open Gray backgrounds.

Imagery

The mark can be used on both abstract and lifestyle image backgrounds.

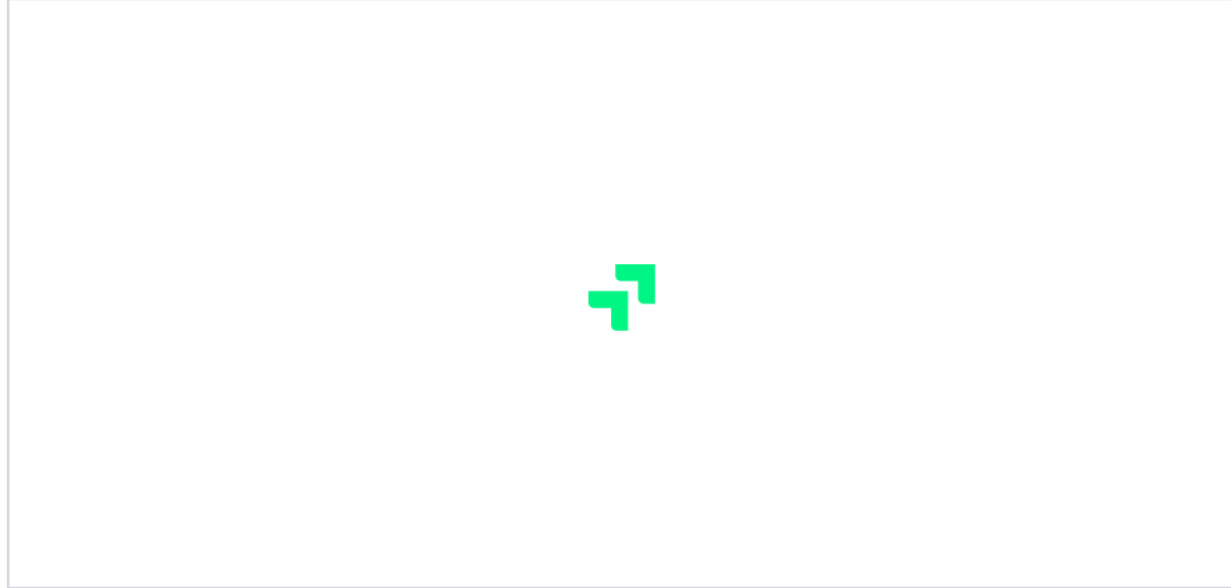
Usage

Clear space



Use the one arrow as guidance for clear space.

Minimum size

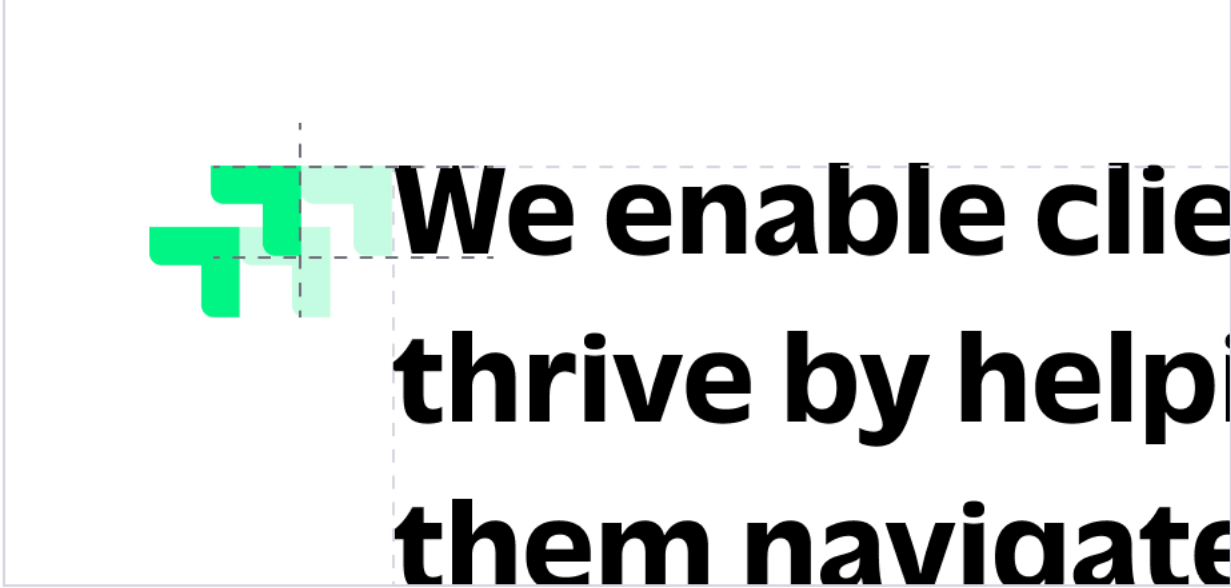


Digital: 25px X 25px, Print: .25in X .25in

NOTE

Check for sizing specific to [merchandise](#).

With typography



The arrow can be used to emphasize typography.

Learn more

As a graphic element



The arrow can be used as a graphic element.

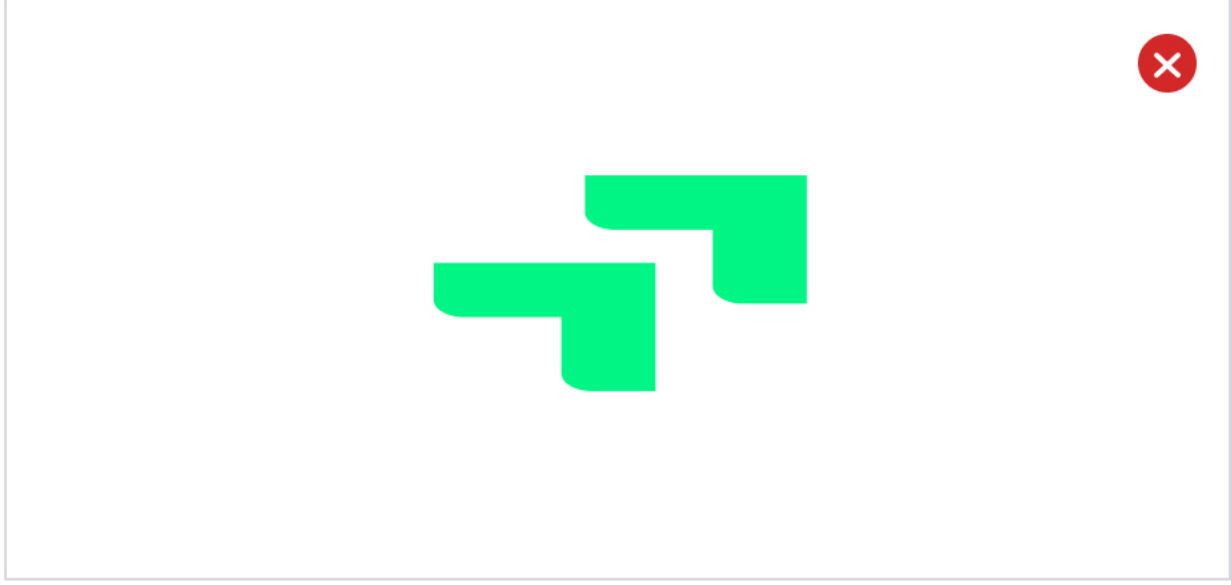
Learn more

Things to avoid

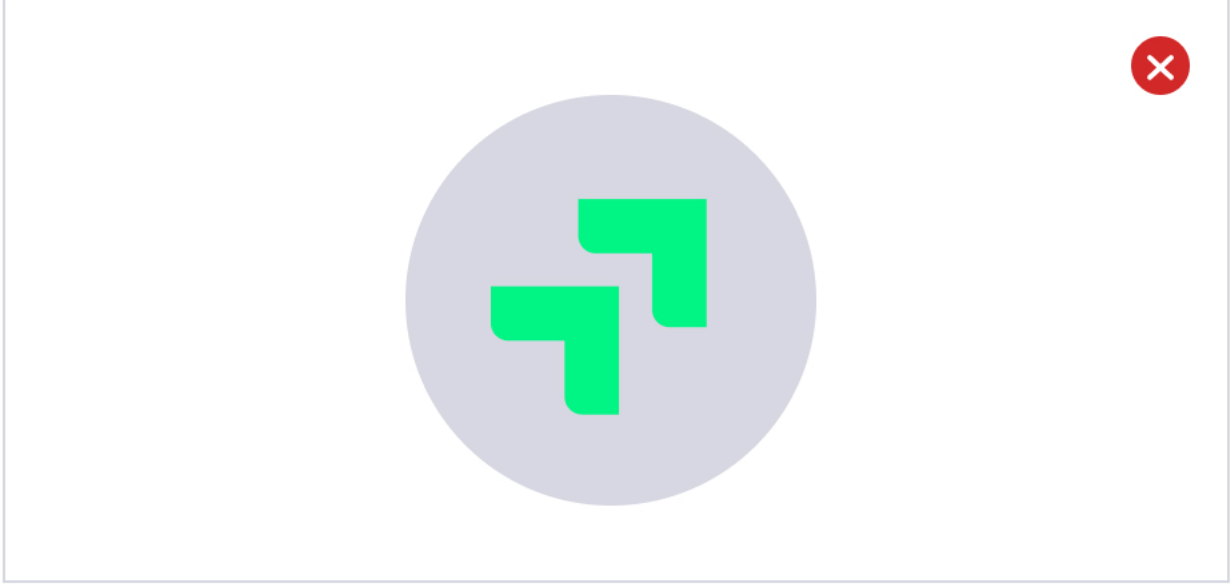
To maintain the integrity of the arrow mark, it's important we use it carefully and consistently across deliverables and experiences. Here are some examples of what not to do.



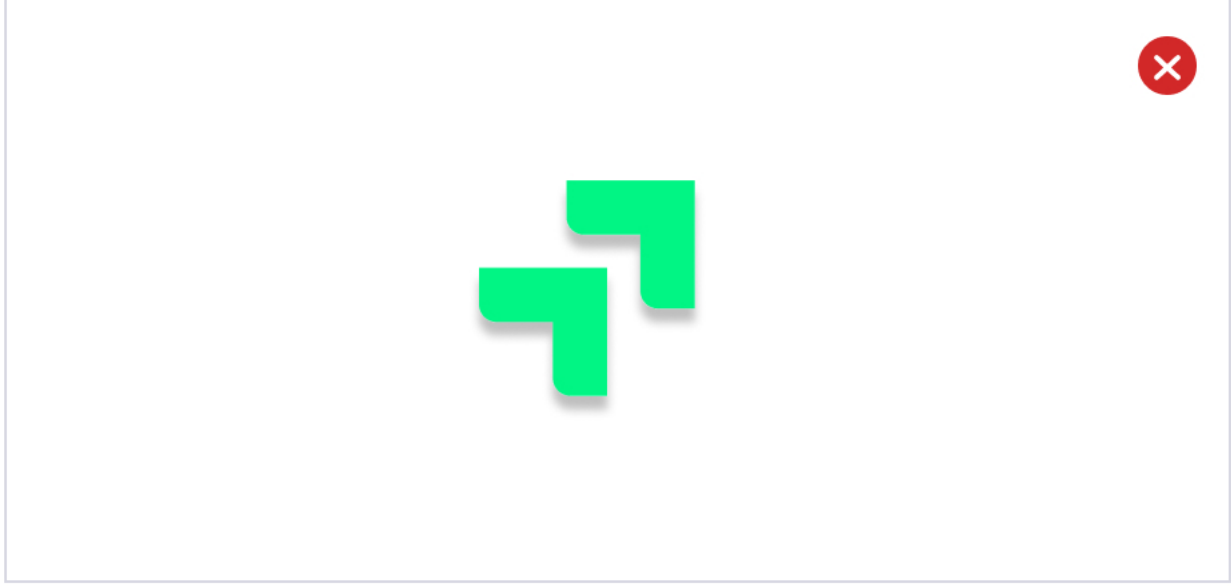
Don't change the color of any part of the mark.



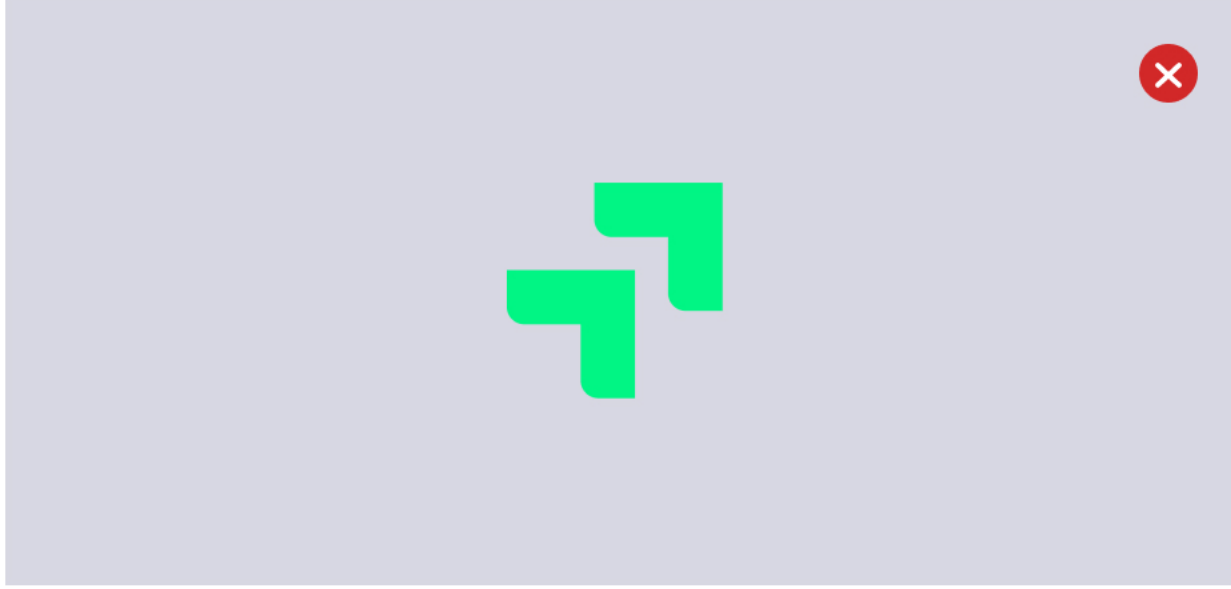
Don't stretch or compress the mark.



Don't contain the mark in a shape.



Don't use drop shadows.



Don't use on low contrast backgrounds.



Don't use as more than 15% of the layout.



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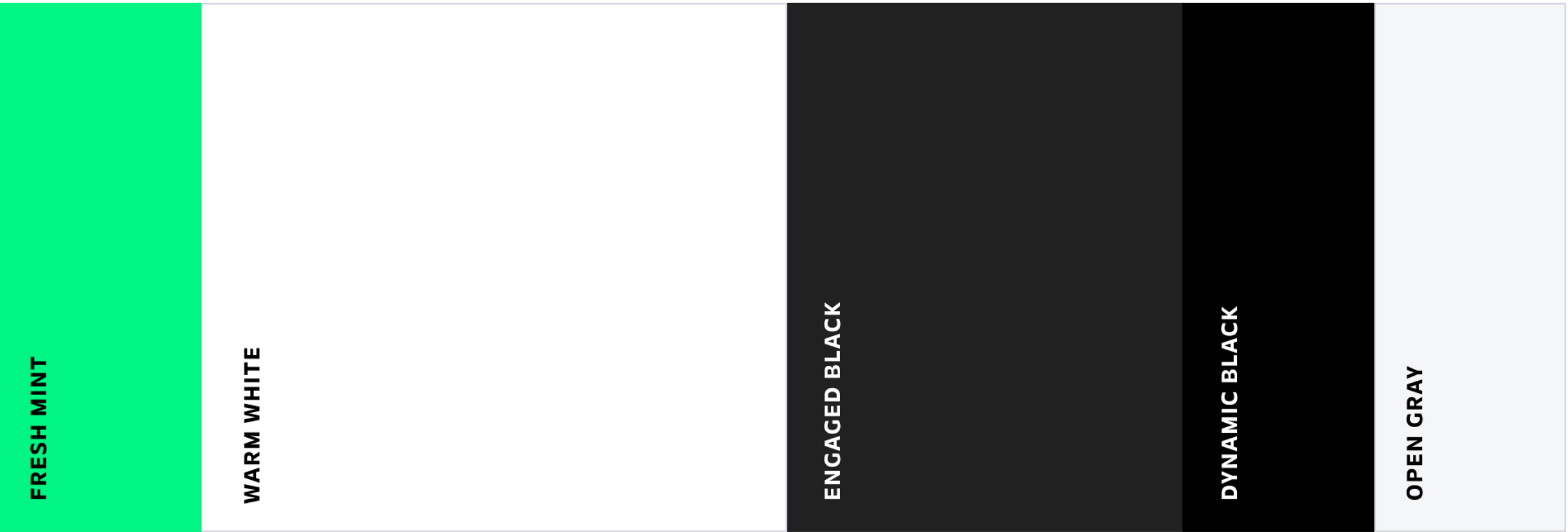
# Core color palette



## Color hierarchy

This guide helps us use our core colors in a consistent way, across all deliverables.

- Color hierarchy
- Specifications
- Things to avoid



Fresh Mint is our most important color, but should be used as a pop of color (less than 10% of a layout).

In most instances it will be the background color; it can also be used for the background in most instances. White can also be use for typography and graphic elements.

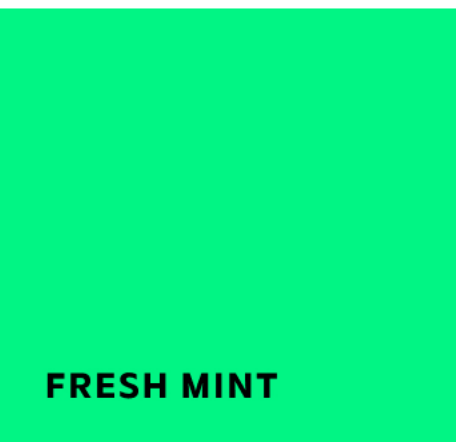

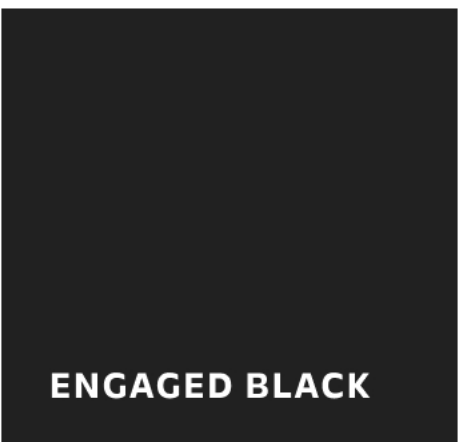

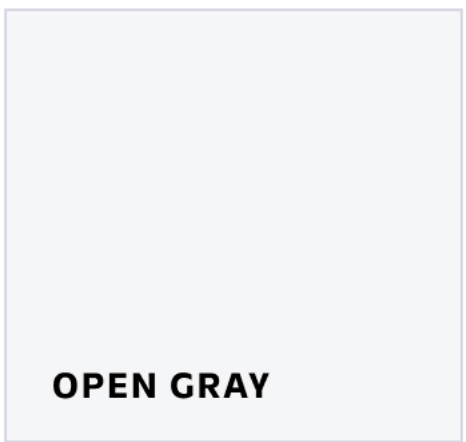
Engaged Black can be used for floods of color, typography and graphic elements. As a background, it should only be used to add impact to high-level, conceptual layouts.

Dynamic Black can be used to create textural elements with Engaged Black, and as body copy.

Open Gray can be used to create textural elements with Warm White and as a secondary background color.

## Specifications

Most of our deliverables are digital; use the RGB and HEX codes to create your work. You'll need to set Adobe documents in RBG formats for the colors to appear properly. Work should only be turned to CMYK when it's ready for printing.

				
HEX: 00f584	HEX: FFFFFFFF	HEX: 212121	HEX: 000000	HEX: f5f6f7
RGB: 0, 245, 132	RGB: 255, 255, 255	RGB: 33, 33, 33	RGB: 35, 31, 32	RGB: 245, 246, 247
CMYK: 61, 0, 74, 0	CMYK: 0, 0, 0, 0	CMYK: 72, 66, 65, 73	CMYK: 75, 68, 67, 90	CMYK: 3, 2, 1, 0
PMS: 7479 C		PMS: Black 6C @87%	PMS: Black 6C	PMS: 656 C

## Things to avoid

To maintain the integrity of our color palette, it's important we use it carefully and consistently across deliverables and experiences. Here are some examples of what not to do.



Don't use Fresh Mint as a flood of color; it should only be 10% or less.



Don't alter to color specifications.



Don't use colors that are not part of our color palette.



Don't use the secondary color palette outside of illustrations and data visualization.



Don't use colors out of proportion.



Don't create gradients.