## LOGO VERSIONS

<table>
<thead>
<tr>
<th>Logo Version</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL-COLOR LOGO-PRINT</strong></td>
<td>The full-color logo should be used for print (CMYK) applications.</td>
</tr>
<tr>
<td><strong>FULL-COLOR LOGO-WEB</strong></td>
<td>The full-color logo with drop shadow should be used for digital (RGB) applications.</td>
</tr>
<tr>
<td><strong>2-COLOR SPOT LOGO</strong></td>
<td>To be used for silkscreening, or in instances where it is specifically requested.</td>
</tr>
<tr>
<td><strong>1-COLOR SPOT LOGO</strong></td>
<td>To be used only where color limitations apply, or in instances where it is specifically requested.</td>
</tr>
<tr>
<td><strong>BLACK LOGO</strong></td>
<td>To be used only when color limitations apply (example: newsprint).</td>
</tr>
<tr>
<td><strong>WHITE LOGO</strong></td>
<td>To be used on top of contrasting backgrounds or photography.</td>
</tr>
</tbody>
</table>
It’s very important for the logo to be clearly seen. To ensure that the logo is legible, it must always be isolated from surrounding graphic elements. Clear space surrounding the logo equals half the height of the logo. Do not let other graphic elements (such as type or other logos) penetrate this area.

**CLEAR SPACE = HALF THE HEIGHT OF THE LOGO**
COLOR PALETTE

PRIMARY

PMS 2334
C=56, M=53, Y=53, K=21
R=108, G=100, B=99

PMS 2230
C=78, M=22, Y=36, K=1
R=0, G=138, B=162

SECONDARY

PMS 2154
C=98, M=76, Y=13, K=2
R=0, G=69, B=129

PMS 3272
C=69, M=8, Y=46, K=0
R=0, G=161, B=155

ACCENT (USE AS SMALL ACCENTS ONLY)

PMS 3005
C=85, M=52, Y=4, K=0
R=0, G=117, B=201

PMS 358
C=33, M=0, Y=56, K=0
R=170, G=218, B=145
Typography helps to unify all Socially Consious Animal Welfare Organization brand materials and promote familiarity with the organization’s messaging.

**CORSA GROTESK (USED FOR ALL PRINTED MATERIALS)**

Corsa Grotesk XLight
Corsa Grotesk XLight Italic
Corsa Grotesk Regular
Corsa Grotesk Italic
Corsa Grotesk Bold
Corsa Grotesk Bold Italic
Corsa Grotesk Black
Corsa Grotesk Black Italic

**POPPINS (USED FOR WEBSITE USE)**

Poppins Light
Poppins Light Italic
Poppins Medium
Poppins Medium Italic
Poppins SemiBold
Poppins SemiBold Italic
Poppins ExtraBold
Poppins ExtraBold Italic