



Logos

Logos

Primary Logo

The primary logo features a mountain mark and wordmark side by side. This version should be used for most applications.



Logos

Logomark

The primary logo features a mountain mark and wordmark side by side. This version should be used for most applications.



Logos

Stacked Logo

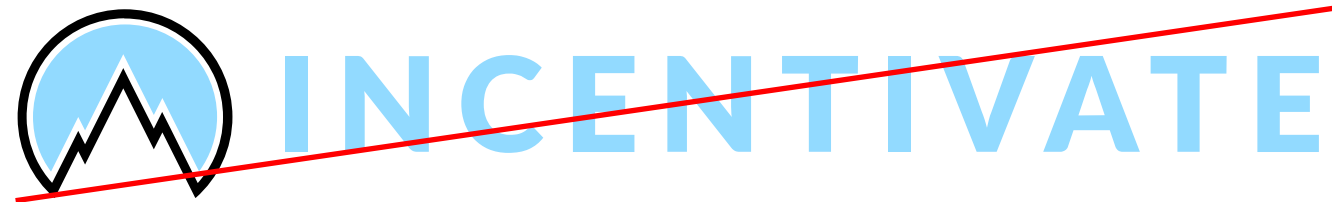
The stacked logo is intended for use in limited layout spaces or square dimensions where the horizontal logo would need to be scaled down too much for readability.



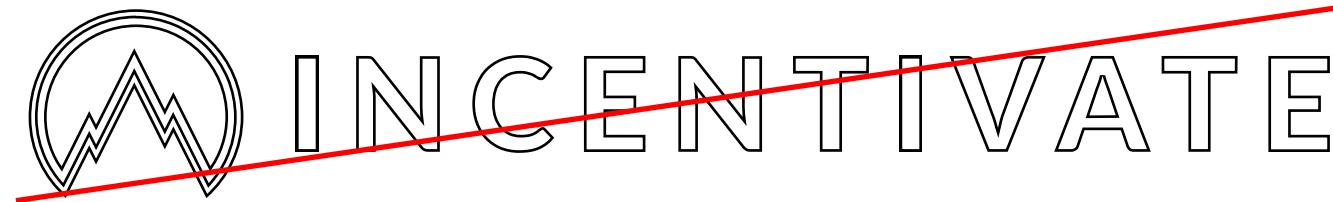
Logos

Logo Restrictions

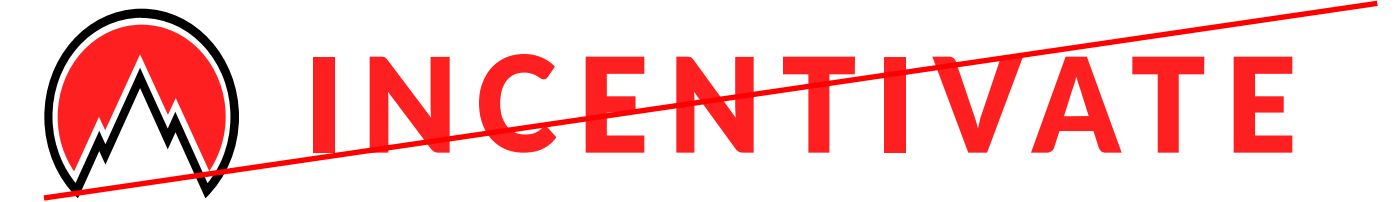
Logo restrictions are in place to maintain consistent brand identity with our audience. The logo should be used in colors from the brand palette or in black or white, as appropriate.



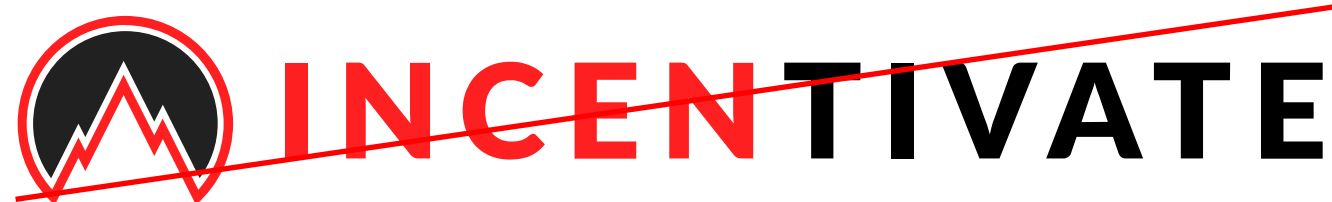
Do not use colors outside of the brand palette



Do not outline the logo



Do not squeeze or distort the logo



Do not use multiple colors within the logo



Do not alter the proportions of the logo



Do not use a dropshadow with the logo

Color Palette

Black
#000000
R0 G0 B0
C0 M0 Y0 K100

Torch Red
#FF2124
R255 G33 B36
C0 M87 Y87 K0

White
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Paua
#1C274C
R28 G39 B76
C63 M49 Y0 K70

Color Usage & Compliance

