



# BRAND GUIDELINES

## LOGOTYPE

The logotype should be used in most cases. The logo mark will only be used in square layouts, or smaller set images.

### Clear-space

In order to preserve the integrity of the logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clear-space around the logotype is equivalent to 1/3 of the logotypes' height.

### Logotype artwork

Do not attempt to redraw, manipulate, or recreate any element of the logotype. Do not place it on any ornate or washed-out background. Do not reorganize or rotate. Use the approved digital files of the artwork.

### Smallest size use

Horizontal logotype should never be smaller than 1" (25.4 mm) wide. Include the registration mark for this measurement.

For digital applications, the logotypes' minimum size is 100 pixels wide.

### LOGOTYPE



250ok Logotype.eps

### LOGOTYPE REVERSED



250ok Logotype - Reversed.eps

### CLEAR-SPACE



### MINIMUM SIZE



MINIMUM DIGITAL SIZE  
100 PIXELS WIDE



MINIMUM PRINT SIZE 1  
INCH (25.4 MM) WIDE

## LOGO MARK

The shortcut logo is only used in smaller square shaped images. Before using the shortcut logo, please have usage confirmed by a 250ok representative.

### Clear-space

In order to preserve the integrity of the logo, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clear-space around the logotype is equivalent to 1/3 of the logotypes' height.

### Logotype artwork

Do not attempt to redraw, manipulate, or recreate any element of the logo. Do not place it on any ornate or washed-out background. Do not reorganize or rotate. Use the approved digital files of the artwork.

### Smallest size use

The minimum size the shortcut logo may be used for print applications is .4" (10mm) wide. Include the registration mark for this measurement.

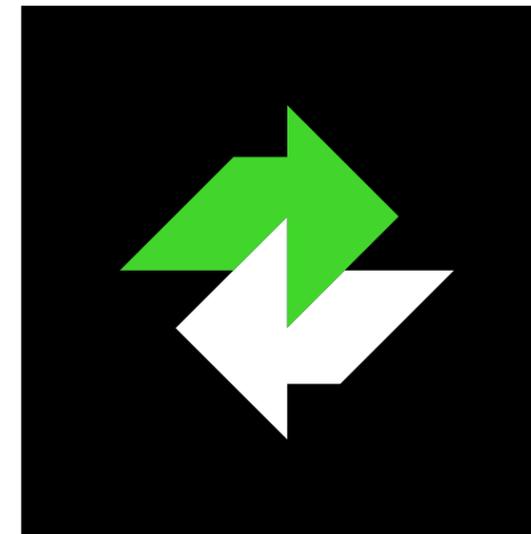
For digital applications, the minimum size is 45 pixels wide.

## LOGOTYPE



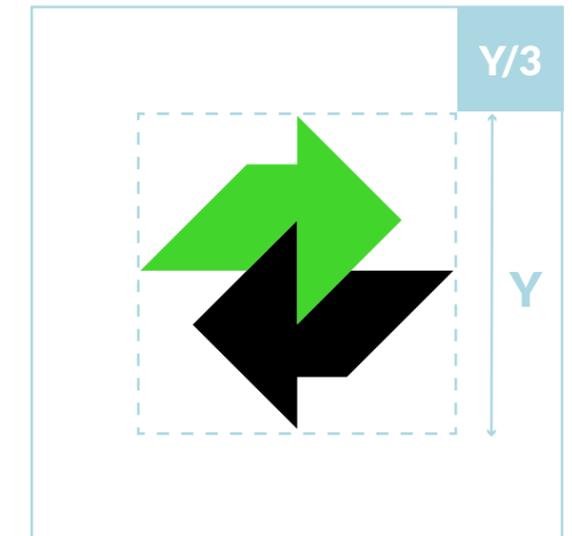
250ok Logo Mark.eps

## LOGO REVERSED



250ok Logo Mark - Reversed.eps

## CLEAR-SPACE



## MINIMUM SIZE



MINIMUM DIGITAL SIZE  
45 PIXELS WIDE



MINIMUM PRINT SIZE 0.4  
INCH (10 MM) WIDE

## COLOR VERSIONS

We realize not all media is the same, therefore we have provided color options to ensure 250ok's logo is represented clearly and accurately.

### Reversed

The reversed logo is to show variation in logotype and logo for different backgrounds. To represent 250ok in the clearest representation, alternate logo options allow the brand to be versatile with its environment.

### Monochromatic

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the standard color logotype.

### GREEN REVERSED

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250ok Logotype - Black & White.eps

### GRAY REVERSED

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250ok Logotype - Green & White.eps

### MONOCHROMATIC

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250ok Logotype - Grayscale.eps

### MONOCHROMATIC REVERSED

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250ok Logotype - Grayscale Reversed.eps

### COLOR REVERSED

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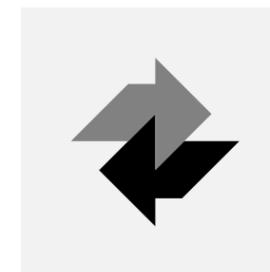
250ok Logo Mark -Black & White.eps



250ok Logo Mark - Reversed.eps

### MONOCHROMATIC

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250ok Logo Mark - Grayscale.eps



250ok Logo Mark - Grayscale Reversed.eps

## COLOR

### BRAND COLORS

These are the colors used in the 250ok logo and represent the core color expression of the brand.

#### Primary palette

These colors are the only hues allowed to be used in the logo and logotype. All other colors are forbidden.

#### Secondary Palette

The secondary options are alternative options for backgrounds or accents colors. These may not be used in the logotype itself but in association with it.

#### CMYK vs RGB

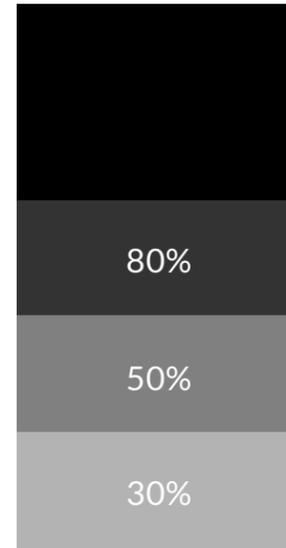
When it come to printing Bright Green, CYMK automatically alters the color; only RGB can produce such a vivid green. Expect the color to dull if printing is involved. When dealing with web media, 250ok expects files to be saved in an RGB format to produce the most brilliant color.

#### PRIMARY PALETTE

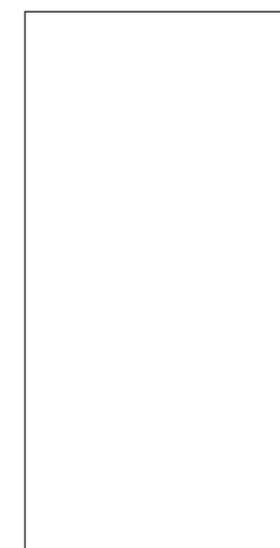
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**Bright Green**  
PMS 802C  
  
CMYK  
65 / 0 / 100 / 0  
  
RGB  
58 / 212 / 45  
  
WEB  
3ad42d



**Black**  
  
CMYK  
40 / 40 / 40 / 100  
  
RGB  
0 / 0 / 0  
  
WEB  
000000



**White**  
  
CMYK  
0 / 0 / 0 / 0  
  
RGB  
255 / 255 / 255  
  
WEB  
ffffff

#### SECONDARY PALETTE

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**Green**  
PMS 360C  
  
CMYK  
73 / 0 / 91 / 0  
  
RGB  
54 / 187 / 87  
  
WEB  
36bb57



**Orange**  
PMS 1375C  
  
CMYK  
5 / 35 / 80 / 0  
  
RGB  
240 / 173 / 78  
  
WEB  
eea236

## TYPEFACES

These typefaces will be used for all communication published by 250ok.

### Logo Typefaces

Changeling and Univers typefaces will only be used within the logotype itself. These are not forbidden to be used outside of the logo, but should be approved by a 250ok representative prior to being published.

### Web & Print Typefaces

Lato should be used for all print materials, events, and copy set in online graphics when possible. Bungee may be used for header copy in print materials and promotional graphics. In cases where Lato is not available, please use Helvetica or Calibri.

## LOGO

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changeling neo

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

changeling neo light  
changeling neo bold

## WEB & PRINT

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Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lato Hairline Lato Light *Lato Italic*  
**Lato Bold Lato Black**

### BUNGEE INLINE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

BUNGEE HAIRLINE BUNGEE OUTLINE  
**BUNGEE SHADE**