

Branding Guidelines



PUBLIC RISK
MANAGEMENT AWARENESS

Logo Usage & Colors



Full Color



Single Color

Colors Used for full color logo version



#27c2e1

#01a5ca

#068da3

#0f64ae

#045099

#164374

#818181

Font Used

QUOTUS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Clear Space



Minimum Clear Space

For the logo to maintain impact, the surrounding area must be open and uncluttered. The minimum clear space is equal to the height (vertically) or the width (horizontally) of the "R" in "RISK" from the Public Risk Management Awareness Logo. This space is designed to ensure legibility for all applications of the logo. Careful consideration must be used when placing the logo close to graphic elements.

Incorrect Logo Usage



Do not alter the proportions or design of the logo or text



Do not change color of the logo



Do not stretch the logo vertically or horizontally



Do not apply an outline or stroke to the logo



Do not apply any effects or create 3d versions of the logo



Do not place the logo on inappropriate background colors that make it hard to read



Do not rotate the logo at an angle or vertically