

# Conservation Without Conflict

BRAND CHEAT SHEET

## Logotype

PRIMARY LOGO (HORIZONTAL)



BLACK LOGO



WHITE LOGO



WHITE & GREEN LOGO



## SECONDARY LOGOS



SEAL LOGO (FULL COLOR)



VERTICAL LOGO (FULL COLOR)

## Icon Only



FULL COLOR ICON



BLACK ICON



WHITE ICON

WHITE & GREEN ICON

# Conservation Without Conflict

BRAND CHEAT SHEET

## Typography

PRIMARY FONT  
MULI EXTRABOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SECONDARY FONT  
MULI REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Colors

PRIMARY COLORS



**PRINT**  
PMS 350 C  
CMYK  
78 42 80 36

**WEB**  
RGB 51 89 61  
HEX #33593D



**PRINT**  
PMS 5555 C  
CMYK  
65 34 63 13

**WEB**  
RGB 94 128 105  
HEX #5E8069



**PRINT**  
PMS 296 C  
CMYK  
96 84 47 59

**WEB**  
RGB 8 28 56  
HEX #081C38



**PRINT**  
PMS 669 C  
CMYK  
82 66 31 13

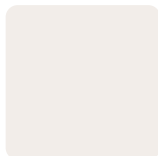
**WEB**  
RGB 66 87 122  
HEX #42577A

SECONDARY COLORS



**PRINT**  
PMS 7530 C  
CMYK  
32 37 47 1

**WEB**  
RGB 176 153 134  
HEX #B09986



**PRINT**  
PMS 5555 C  
CMYK  
4 5 6 0

**WEB**  
RGB 242 237 233  
HEX #F2EDE9

