



BADGE CREATIVE GUIDELINES

SIZE:

For **digital/online** materials, the minimum size is at least 100px x 100px. For **printed** materials, the minimum size is at least 1.5" round.

For use **online and on TV**, it should be of sufficient size to ensure the wording is legible and the details distinct.



ALTERNATES:

When using on a dark background or darker image, use the alternative white version.



COLORS:

The badge may be reproduced in the original colors only and on a background color with enough contrast to clearly see the shape of the seal.

Print

CMYK
C 3 M 86 Y 85 K 0

PMS
7417 C
7417 U

Digital

RGB
R 230 G 76 B 56

Hex

#E64C38

USAGE:

DO place on a solid color background or photograph



DON'T place in frame



DON'T stretch or skew

