

# Tri Sigma Foundation Logo Graphic Standards

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All logos are available from The Foundation office.

Please contact:

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The primary or preferred use of the logo is this 2-color version.

File Name:

[Tri.Sigma.Foundation.Logo.2015.OL.eps](#)



For one-color applications, this is the preferred usage.

File Name:

[Tri.Sigma.Foundation.Logo.2015.PMS.2685.OL.eps](#)



For black and white applications, this is the preferred usage.

File Name:

[Tri.Sigma.Foundation.Logo.2015.BW.OL.eps](#)



For reversed applications, elements should be 100% white.

File Name:

[Tri.Sigma.Foundation.Logo.2015.WHITE.OL.eps](#)



Best logo reproduction:

For Word, Excel, and PowerPoint, use JPEG files (file name ends with .jpg)

For InDesign, Quark and websites, use EPS files (file name ends with .eps)

For premium items (T-shirts, posters, signs, buttons, hats, pins, water bottles, etc), use EPS files (file name ends with .eps).

# Color palette

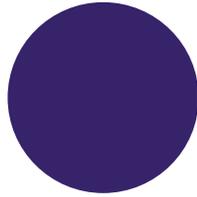
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Logo colors are PMS 2685, PMS 2587 and PMS Black. When limited by technical or budgetary constraints, these colors may also be reproduced in CMYK (process color). RGB colors may be used in PowerPoint, Word, Excel and on internet applications.

When using silk-screening, vinyl applications or other non-offset reproduction methods, color must be matched as closely as possible to the PMS standards.

*Please note, the same ink color might appear slightly different depending on the paper stock selected. Coated and uncoated stocks reflect colors differently as well as different paper finishes and paper colors. The color you see on your monitor or from color laser outputs should not be used for visual matching.*

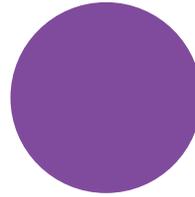
## Logo colors



**PMS 2685**

C 93  
M 100  
Y 18  
K 21

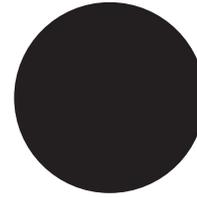
r 51  
g 0  
b 111



**PMS 2587**

C 58  
M 83  
Y 0  
K 0

r 129  
g 76  
b 158

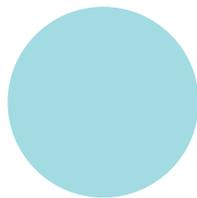


**PMS Black**

C 0  
M 13  
Y 39  
K 98

r 20  
g 16  
b 6

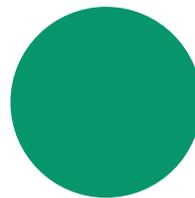
## Secondary colors



**PMS 319**

C 34  
M 0  
Y 11  
K 0

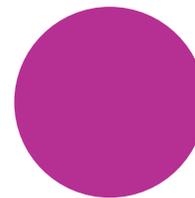
r 164  
g 220  
b 226



**PMS 7724**

C 86  
M 17  
Y 73  
K 3

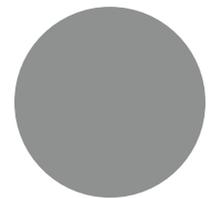
r 0  
g 149  
b 109



**PMS 247**

C 29  
M 94  
Y 0  
K 0

r 193  
g 20  
b 162



**PMS 877**

C 47  
M 38  
Y 38  
K 2

r 142  
g 144  
b 144

## Incorrect use of the logo

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Do not rotate the logo.



Do not crop the logo.



Do not change the proportion or distort the logo.



Do not change the colors of the logo.



Do not use the logo on a busy background.



## Recommended Typefaces

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The wordmark in the Tri Sigma Foundation logo is set in Moderno FB-Regular and Fancier Script.

Fonts are available at [www.myfonts.com](http://www.myfonts.com)

**THIS TEXT IS SET IN MODERNO FB REGULAR**

*This text is set in Fancier Script*

The recommended typeface for body copy is Avenir. Please use the Arial family if Avenir is not available.

This text is set in Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

*This text is set in Avenir Book Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

**This text is set in Avenir Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**

***This text is set in Avenir Heavy Oblique***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***