# Tri Sigma and March of Dimes Logo
## Graphic Standards

All logos are available from The Foundation office.

Please contact:

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For print applications

For digital applications

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

Tri.Sigma.MoD_logo_4.print.CMYK.eps

Tri.Sigma.MoD_logo_4.digital.RGB.jpg

For print applications

For digital applications

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

Tri.Sigma.MoD_logo_4.BLACK.eps

Tri.Sigma.MoD_logo_4.BLACK.jpg

For print applications

For digital applications

For reversed applications, elements should be 100% white.

Tri.Sigma.MoD_logo_4.WHITE.eps

Tri.Sigma.MoD_logo_4.digital.WHITE.png

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).
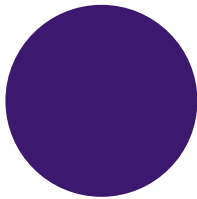
# Color palette

Logo colors are PMS 2090, and PMS 2091. 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.*
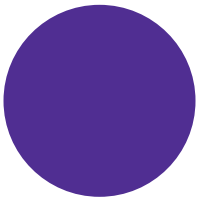
## Logo colors

**PMS 2091**
C  85
M  100
Y  0
K  30

r  91
g  61
b  178

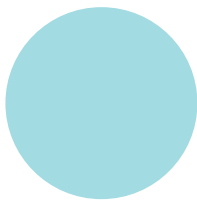**PMS 2090**
C  85
M  100
Y  0
K  0

r  112
g  41
b  236

**PMS Black**
C  0
M  13
Y  39
K  98
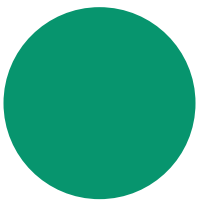
r  20
g  16
b  6

## Secondary colors

**PMS 319**
C  34
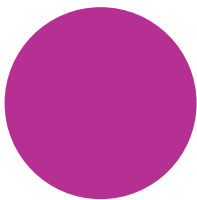M  0
Y  11
K  0

r  164
g  220
b  226

**PMS 7724**
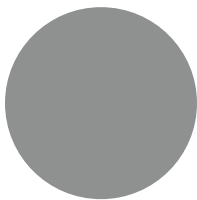C  86
M  17
Y  73
K  3

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

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

The wordmark in the Tri Sigma MOD logo is set in Moderno FB-Regular

Fonts are available at www.myfonts.com

## THIS TEXT IS SET IN MODERNO FB REGULAR

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***

**This text is set in Avenir Black**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**

***This text is set in Avenir Black Oblique***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***