

BRAND PARTS



Coated process:
C-7 M-100 Y-65 K-32
RGB R-152 G-30 B-50
HTML 981E32

***Uncoated process:**
C-5 M-93 Y-40 K-17
RGB R-161 G-85 B-98



Coated process:
C-100 M-72 Y-2 K-12
RGB R-0 G-51 B-141
HTML 00338D

***Uncoated process:**
C-100 M-68 Y-0 K-12
RGB R-52 G-82 B-144

Wordmark Font: Ocean Sans MM, 512 SB 475 NO

LOGO COLOR USES

2-Color Logo



1-Color Logo Black



1-Color Logo White
(Example shown on blue background)



PRINTING TIPS

Research!America's logo should be printed with PMS colors whenever possible. However, if a four color process logo is required, please use the following printing tips for uses on **Uncoated** materials.

***Uncoated process:**

The Uncoated process colors, for the red (PMS 201) and blue (PMS 287), has been adjusted from the standard default — provided by Pantone color book — in order to provide a closer representation to the actual uncoated PMS color. **Do not convert the logo colors yourself.** Contact the Research!America Communications Office at 703- 739-2577 so they may provide you with the appropriate logo(s) file(s).

ANNUAL REPORT:

Typically, the Research!America annual report is printed 7/7 (2 PMS+4 color process+varnish). This ensures the PMS colors are consistent across all forms, which provides more control — on press — to adjust any four color images.

SIZING AND POSITIONING



The logo with the tagline should never be smaller than 1.25" wide, so that the tagline is readable.



Always maintain a distance of one half of an inch between the R!A logo and other branded signatures.

RESEARCH!AMERICA – SUB LOGOS

Member Affiliate



20th Anniversary



Small - Without Tagline



The logo, without the tagline, is only permissible in cases where the logo is used so small (smaller than 1.25") that the tagline would not be readable (mainly on pens, lapel pins and certain Internet uses, etc.).

Symbol



With permission from Research!America, the symbol may be used separately from the brand mark. Please note that the "dot" is closer to the exclamation point.

PROHIBITED USES



Do not alter the position of the elements.



Do not alter the color.



Do not change the font of the wordmark from Ocean Sans MM, 512 SB 475 NO.



Logo must be resized to correct proportion.

