



# MOVEMENT

EDUCATION • ENGAGEMENT • ENVIRONMENT



## Graphic Standards

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*Please refer to <https://emovement.org/assets> for additional web-specific standards. You may need to be logged in to WordPress to view this resource.*

# Logo

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# Variations

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Approved logo variations



## Variations (continued)

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# Colors

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PMS 3265 C  
CMYK 71/0/39/0 (or closest match)  
RGB 42/187/175  
HEX #29bbae



PMS 3265 C 1  
CMYK 44/0/21/0 (or closest match)  
RGB 139/210/207  
HEX #8ad1cf



PMS 3265 C 2  
CMYK 23/0/10/0 (or closest match)  
RGB 194/230/229  
HEX #c1e5e5



PMS 801 C  
CMYK 78/25/4/0 (or closest match)  
RGB 0/152/206  
HEX #0098ce



PMS 2965 C  
CMYK 100/79/49/53 (or closest match)  
RGB 0/38/61  
HEX #00263c



PMS 3945 C  
CMYK 7/2/100/0 (or closest match)  
RGB 244/229/1  
HEX #f3e501



PMS 432 C  
CMYK 78/64/53/44 (or closest match)  
RGB 51/62/72  
HEX #333d47

# Typography

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## POSTERAMA 1919 BOLD

Posterama is used for the logo and select headings. It is not used on the website to avoid additional licenses. Museo Sans 900 is a good replacement when Posterama is not available.

## Museo Sans 900

Museo Sans 900 is most commonly used for headings. It can also be used to **emphasize sections** of body copy.

### MUSEO SANS 900, ALL CAPS MUSEO SANS 900, ALL CAPS

Museo Sans 900 should only be used in all caps when applied to smaller headings. These headings can be green or navy, depending on what is needed.

Museo Sans 500 can be used for lead text that introduces a longer section of body copy. Generally, a lead section like this will have a slightly larger font size and line height relative to the body copy.

Museo Sans 300 is used for default body copy, i.e. any basic paragraph-style text.

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*Museo 700 Italic is used for pullquotes and other callouts. It can have an optional dotted top & bottom border to separate it from other content. Its font size & line height are larger relative to the body copy.*

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