

## Mark



The mark (logo) was created to communicate professionalism in your industry.

## Typefaces

"Project"– Roboto Slab, Light



"CHILD"– Oswald, Medium

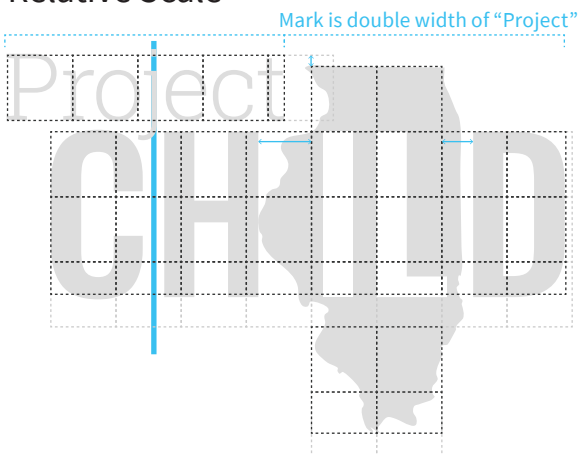
Download Roboto Slab (free):

<https://fonts.google.com/selection?selection.family=Roboto+Slab>

Download Oswald (free):

<https://fonts.google.com/selection?selection.family=Oswald>

## Relative Scale



## Color Use



Primary Color  
*Mostly desaturated dark blue*  
HEX: #4F6F7B  
RGB: 79, 111, 123  
CMYK: 73%, 47%, 41%, 13%



Secondary Color  
*Very dark desaturated blue*  
HEX: #293746  
RGB: 41, 55, 70  
CMYK: 84%, 69%, 50%, 46%

## Usage



Several logo options have been provided as JPGs and PNGs (alpha background) at set **pixel** sizes as noted in their name (e.g. "pc-logo-150").

Please do not stretch, scale, squish, etc. the logo. Doing so will compromise the quality of the logo and building brand recognition. If you need a larger size, an EPS file (vector) has been provided and can be scaled to any size and will print best for marketing materials.

White versions of the logo have been included as PNGs (alpha background) for placement on dark backgrounds if needed. **Only use the white version of the logo on dark backgrounds or images as needed.** Preference should be given to the two-color version of the logo.

.5" wide by .17" tall  
~36px wide by 25px tall



1" wide by .68" tall  
~75px wide by 50px tall



2" wide by 1.35" tall  
~145px wide by 100px tall



3" wide by 2" tall  
~215px wide by 150px tall



4" wide by 2.73" tall  
~290px wide by 200px tall



5" wide by 3.4" tall  
~360px wide by 245px tall



10.25" wide by 7" tall  
~740px wide by 500px tall

# Project CHILD

