

# JOYCE ELLIOTT FOR CONGRESS BRAND GUIDELINES

## LOGO SPECS

### Size and clear space

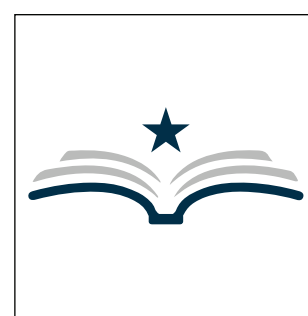
Try to maintain some clear space around the logo shown here as about the width of the E.

### Simplification

If a simpler logo is necessary, remove the book logography and "JOYCE." Refer to width parameters in previous section

### Book

The book logography is a staple of Joyce Elliott's brand and identity. Use it for items such as favicons.



## COLOR PALETTE



### Blue

#003049  
RGB 0/48/73  
CMYK: 100/76/46/44



### Grey

#bbbbbb  
RGB 187/187/187  
CMYK: 27/21/22/0



### Red

#b22335  
RGB 0/48/73  
CMYK: 21/99/83/12



### White

#ffffff  
RGB 255/255/255  
CMYK: 27/21/22/0

## TYPE

Cubano Sharp

### CUBANO SHARP

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Futura PT

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# ALTERNATIVES

In order to contrast on different backgrounds different versions of the logo may be implemented in such situations. Use your best judgement to gauge how legible the logo is on different colors. You can always ask for a second opinion.



**Original**  
Do I need to say  
anymore?



**Inverted**  
The original, but with  
a twist



**Blue-White**  
Optimized to use on  
red. Note the book in  
all white.



**Red-White**  
Optimized to use on  
blue. Note the book in  
all white.



**White**  
When all else fails.  
Use on dark  
backgrounds.



**Solid Color**  
When all else fails.  
Use on light  
backgrounds.

You can find these logos and more in the attached folder. Simplified versions can be found there as well.

# CLASSIC

The "Classic" logo shall henceforth be retired. Continued use of the classic logo should be used sparingly. Please refrain from use.



# ALTERNATE COLOR PALETTES

Please use these logos sparingly. These are to add more personality to our brand. These are “fun.”



**Green**

#4cbd97

RGB 76/198/151

CMYK: 67/0/53/0



**Orange**

#e07a5f

RGB 224/122/95

CMYK: 9/63/64/0



**Light Blue**

#467c9d

RGB 70/124/157

CMYK: 77/44/24/2



**Red Pop**

#e63947

RGB 76/198/151

CMYK: 67/0/53/0



**Yellow**

#fca311

RGB 250/163/27

CMYK: 0/42/100/0