

PRIMARY LOGO



ALTERNATE/SECONDARY LOGO



COLORS



ETUG GREEN

CMYK 28, 0, 67, 25

RGB 136, 189, 65

#89BF3F



RAISIN BLACK

CMYK 0, 21, 12, 87

RGB 33, 26, 29

#211A1D



DEEP PURPLE

CMYK 99, 32, 238

RGB 58, 87, 0, 7

#6320EE



LIGHT PURPLE

CMYK 128, 117, 255

RGB 50, 54, 0, 0

#8075FF



MAGNOLIA

CMYK 248, 240, 251

RGB 1, 4, 0, 2

#F8F0FB

FONTS

HEADLINES: DM SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY: INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USAGE EXAMPLES



TAGLINE

Educational Technology Users Group

GREYSCALES



DARK GREY

CMYK 1, 2, 0, 62

RGB 96, 95, 97

#605F61



MEDIUM GREY

CMYK 1, 2, 0, 24

RGB 193, 191, 195

#C1BFC3



LIGHT GREY

CMYK 1, 2, 0, 4

RGB 242, 239, 244

#F2EFF4

SUGGESTED GRADIENTS



#6320EE | #8075FF



#F8F0FB | #8075FF



#605F61 | #211A1D