

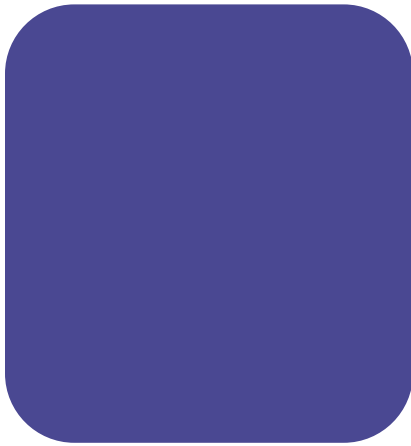


Inclusive Alliance

Brand guidelines

Color Palette

Main colors



Inclusive Purple
Pantone: 7671 C
CMYK: 85-84-8-1
RGB: 74-72-126
#4a4892



Alliance Teal
Pantone: 3275 C
CMYK: 78-9-46-0
RGB: 0-169-157
#00a99d



Steel Purple
Pantone: 5285 C
CMYK: 49-43-19-0
RGB: 140-140-170
#8c8caa

Monochromatic colors



You may use 'Inclusive Purple' and 'Alliance Teal' in monochromatic color forms to create variety within digital and print designs.

Typography

Museo Sans Family

100

!@#\$%^&*)1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

300

!@#\$%^&*)1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

500

!@#\$%^&*)1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

700

!@#\$%^&*)1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

900

!@#\$%^&*)1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Master Logo



Please observe the clear space around the logo's to maximize visual effectiveness. Nothing should intrude into this clear space. 'X' marks the width of the tear drop inside the infinity symbol.

Logo & Mark Alternatives



