



UNICEF USA

Brand Guidelines

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UNICEF USA

About Brand Guidelines



Purpose

The purpose of this book is to help staff, agencies and supporters (everyone who communicates as UNICEF USA) produce effective materials that speak with a common visual language. **This book will be useful every single day and should inform everything you do.**

How to Use This Guide

The best way to use this book is as a PDF. There are links and interactive elements to help you find exactly which digital assets you need to help create communication materials. There are links to templates that can be used by both Mac and PC computers.

TO NAVIGATE THROUGH THE PDF:



[Click forward to next page](#)



[Click back to previous page](#)



[Back to contents page](#)



[Download file](#)

CLICK ON THESE ICONS TO DOWNLOAD:



[Vector image \(.eps\)](#)



[Transparent RGB image \(.png\)](#)



[High resolution RGB image \(.jpg\)](#)



[Web-ready image \(.svg\)](#)



[MS Word file \(.doc\)](#)



[MS Powerpoint file \(.ppt\)](#)



[PDF file \(.pdf\)](#)



[Zip file \(.zip\)](#)

About Brand Visual Identity

- Brand visual identity is one of the most important assets of our organization. It represents how we are perceived and recognized. If we convey a clear and consistent identity every time we communicate, people will come to know and appreciate who we are and what we stand for.
- As our brand expands across the United States, reaching new communities and individuals, it is important that we present a consistent face to the country.
- To evolve this brand requires commitment from all who touch it. This set of visual communication guidelines is our first step on that journey. You are entrusted with this brand. It is vital that you follow these guidelines to ensure that every aspect of our visual branding is implemented correctly and with maximum impact.

UNICEF USA

A Monolithic Brand

- Brand Architecture refers to the way a company chooses to embed and structure branding across its business and its offerings. A monolithic structure is where one name is used on all products and services offered by the company. It focuses on one Master Brand that is consistent across all branded relationships.
- UNICEF USA is monolithic brand and uses a single visual identity and prescribed visual language elements across its activities. As a monolithic brand, UNICEF USA requires a high degree of consistency to enable efficient and effective communication and to avoid confusion. Guidelines must be in place and implemented regularly.

UNICEF USA

Assumed Name

Please contact **Art Bulacan** with any questions on compliance.

UNICEF USA Assumed Name

An assumed name (or fictitious name, trade name or DBA name) is a business name that is different from the officially registered name of a corporation. The U.S. Fund for UNICEF has registered the assumed name UNICEF USA. Moving forward, UNICEF USA will be used in the majority of communications. The legal name of the organization will remain the U.S. Fund for UNICEF.

Proper Usage

- UNICEF USA can be used alone for all advertising, marketing, recruiting and fundraising purposes (for example, on its website, letterhead, employee bios, business cards, etc.).
- However, the U.S. Fund for UNICEF should state its full legal name along with its assumed name, UNICEF USA, on the below materials:
 - The bottom of each webpage
 - The bottom of donor acknowledgment letters
 - State solicitation disclosures (for example, business reply envelopes and the Trick-or-Treat for UNICEF box)

Depending on preference and circumstances, you can use **“U.S. Fund for UNICEF d/b/a UNICEF USA”** or **“U.S. Fund for UNICEF, doing business as UNICEF USA”**

- The U.S. Fund for UNICEF must use its full legal name on all contracts and other legal documents. Additionally, the U.S. Fund for UNICEF should continue to use its full legal name when communicating with federal or state governments and for all payroll functions, including all federal and state forms and payroll stubs.



Master Brand Logo

UNICEF USA

Master Brand Logo

The **UNICEF USA logo** is our most powerful symbol. It is our guarantee of quality, trust and integrity. It should be the most consistent element in our communications.

The **UNICEF USA Globe** brings to life UNICEF's positioning as the world's leading organization for children. It also embodies the broad scale, impact and influence of the organization.

By including the tagline **"children first"** with our logo, we are ensuring that people know what we do and who we stand for.



children first.

UNICEF USA

Master Brand Logo

Versions

Primary Usage: Logo + Tagline

STANDARD LOGO + TAGLINE



children first.

DIGITAL LOGO + TAGLINE



children first.

← The word "USA" is larger with respect to the word "UNICEF" in the digital logo.

Limited Usage: Use only when space for tagline is prohibitive

STANDARD LOGO



DIGITAL LOGO



← The word "USA" is larger with respect to the word "UNICEF" in the digital logo.



UNICEF USA

Master Brand Logo

Colors and Backgrounds

- (A)** The **primary logotype** is **100% cyan**, and the preferred background color is white.
- (B)** The **primary logotype** can be used on photos, with **white tagline**.
- (C)** The **white globe logotype** can be used only in circumstances where legibility of primary logo (cyan globe) is compromised.
- (D)** **Black and white logotypes** are for use only on materials that do not reproduce in color.



Primary Usage

(A)



children first.

(B)



children first.

Secondary Usage

(C)



children first.

Limited Usage

(D)



children first.



children first.

UNICEF USA

Master Brand Logo

Size and Clear Space

Logo files are **provided at preferred size**, with clear space, for ease of placement.

The UNICEF USA .eps logo files **may be scaled to any size** necessary for the application, as long as the minimum size requirements are met. **.jpg logos should never be scaled up**, to avoid pixelization.

Always maintain the logo's aspect ratio when scaling.

Size and Scaling

The **preferred size** for reproducing the UNICEF USA logo in printed materials is **1.25" wide**. >>



The **minimum size** allowable for logo use is **.75" wide, or 60 px** for digital use online or in presentations. >>



Clear Space

Always surround the UNICEF USA logo with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears.

Clear space is the minimum "breathing room" maintained around our logo. It also defines the minimum distance between the logo and the edge of a document.

The clear space around our logo is defined by the **width of the "u"** in the UNICEF logo as shown below in gray. Do not position any text, graphic elements or other visual marks inside the recommended clear space.

On digital, the clear space is 15 px.



UNICEF USA

Master Brand Logo

Don'ts

To preserve the integrity of our brand, our logo must have consistency in its appearance. Ensure that our logo is clearly recognizable by using it properly, and **do not alter it under any circumstances.**

Consider the logo version and the background it is placed on to provide the best legibility. **The examples shown here illustrate various improper applications of our logo.**

CORRECT USAGE



UNICEF USA

Master Brand Logo

Usage Over Photographs

- Place the logo on backgrounds that provide **good contrast and legibility** to ensure that it is clearly recognizable.
- Avoid placing the logo on **complicated imagery** or on backgrounds that are too light or too dark.
- Keep the logo versions and colors in mind and use your best judgment to select the most appropriate choice for the background to which it is being applied.



Correct Usage



Incorrect Usage
Logo is unreadable

UNICEF USA

Master Brand Logo

Wordmark Version

In limited instances when space will not allow for the full UNICEF USA Globe logo, the wordmark version may be used. Remember, this is ONLY to be used in exceptional circumstances.

CLEAR SPACE



UNICEF USA

Master Brand Logo

Tagline “Children First”

When not locked up to the UNICEF USA Globe, the “children first” tagline can stand alone on some pieces.

Use the provided art files only, do not type “children first” on your own.

children first.

children first.

children first.

children first.





Sub-Brand Logos

UNICEF USA

Sub-Brand Logos

Monolithic Brand Architecture

Organization

U.S. Fund for UNICEF, doing business as UNICEF USA

- The **legal name** of the organization is the U.S. Fund for UNICEF.
- The **operating name** of the organization is UNICEF USA.

Master Brand



children first.

- Our **Master Brand** is UNICEF USA.
- The **Master Brand logo** is our most powerful symbol. It is our signature and our guarantee of quality, trust and integrity.

Sub-Brand Logos

STANDARD



- The **standard Sub-Brand logo** is to be used for all UNICEF USA entities, including products, initiatives, membership groups, etc.
- The **standard Sub-Brand logo** is deliberately tied to the UNICEF USA logo to reinforce the Master Brand.

EXCEPTIONS



- **Exceptions** to the standard Sub-Brand logo are developed only when extraordinary business circumstances exist.
- Please contact **Marketing and Communications** for inquiries.

HERITAGE



- **Legacy logos** will remain the same.

- A **Sub-Brand** is an entity that directly supports and furthers the organization's mission and growth.

UNICEF USA

Sub-Brand Logos

Standard Logo

Preferred logo > Horizontal

Sub-Brands are entities that directly support and further the organization's mission and growth.

Sub-Brands are always deliberately and consistently tied to the **UNICEF USA logo** to reinforce the Master Brand.

For legibility and simplicity, UNICEF USA's tagline does not appear in Sub-Brand lockups.



SUB-BRAND ARCHITECTURE



Specs for preferred size Sub-Brand logotype

- Linotype Univers 330 Light
- 21pt / 21
- -20 tracking
- C23 M16 Y23 K46 (USA Gray Medium)
- No more than two lines of text
- Convert to outline

SUB-BRAND EXAMPLES



UNICEF USA

Sub-Brand Logos

Vertical Logo

Alternate logo > Vertical

In certain circumstances, when space does not allow for the primary horizontal logos, these vertical versions may be used.

Do not use horizontal and vertical versions of Sub-Brand logos in the same piece of communication.

Note: These vertical Sub-Brand logos are only used when space does not allow for the horizontal option.



SUB-BRAND ARCHITECTURE



Name
Goes
Here



Specs for preferred size Sub-Brand logotype

- Linotype Univers 330 Light
- 21pt / 12
- -20 tracking
- C23 M16 Y23 K46 (USA Gray Medium)
- Convert to outline

SUB-BRAND EXAMPLES



Clubs



NextGen



Bridge
Fund



End
Trafficking



Inspired
Gifts



Market

UNICEF USA

Sub-Brand Logos

Digital and Small Usage Logos

Digital and Small Usage Logos

Small-usage logos have been created for digital and other circumstances that require reproduction at a very small scale. **The letters “USA” have been increased in size.**

The horizontal logos are the preferred option.

The vertical logos are only to be used when space does not allow for the preferred horizontal logo.



HORIZONTAL EXAMPLES



VERTICAL EXAMPLES



UNICEF USA Kid Power Logo Versions

Primary Usage: Logo + Tagline

STANDARD LOGO + TAGLINE



get active.
save lives.®

DIGITAL LOGO + TAGLINE



Limited Usage: Use only when space for tagline is prohibitive.

STANDARD LOGO



DIGITAL LOGO



UNICEF USA

Heritage Logos

Versions

Legacy logos that will remain the same.

THE ELIMINATE PROJECT



THE GEORGE HARRISON FUND FOR UNICEF



KIDS IN NEED OF DESKS





Partnership Logo Lockups

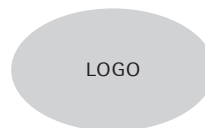
UNICEF USA

Partnership Logo Lockups

One Partner

One Partner

HORIZONTAL LOCKUP



VERTICAL LOCKUP



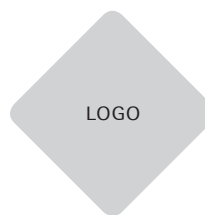
UNICEF USA

Partnership Logo Lockups

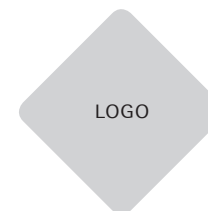
Multiple Partners

Multiple Partners

HORIZONTAL LOCKUP



VERTICAL LOCKUP



UNICEF USA

Partnership Logo Lockups

Tiered Partners

Tiered Partners

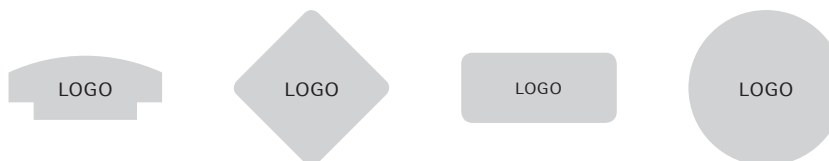
HORIZONTAL LOCKUP



INSERT PARTNERSHIP LEVEL TEXT HERE



INSERT PARTNERSHIP LEVEL TEXT HERE



INSERT PARTNERSHIP LEVEL TEXT HERE



VERTICAL LOCKUP

TBD

UNICEF USA

Partnership Logo Lockups

"In Support Of"

"In Support Of"

HORIZONTAL LOCKUP

IN SUPPORT OF



VERTICAL LOCKUP

IN SUPPORT OF





Typography

UNICEF USA

Fonts

Our typography not only helps ensure that our materials are recognized as UNICEF USA communications, it also helps create a distinct visual identity.

UNICEF USA's two typefaces are:

- **Linotype Univers** (sans-serif)
- **DIN Next Slab Pro** (serif, display)

Linotype Univers

Children

Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
230 Thin	330 Light	430 Regular	530 Medium	630 Bold

Only the weights shown are to be used

DIN Next Slab Pro

Children

Aa	Aa
<i>Aa</i>	<i>Aa</i>
Heavy	Black

Only the weights shown are to be used

UNICEF USA

Fonts

Replacement Fonts

Where Linotype Univers and DIN Next Slab Pro are unavailable, use **Arial Regular** and **Arial Black**.

Do not replace UNICEF USA fonts with any other fonts on your desktop.

Arial

Children

Aa Aa

Aa Aa

Regular

Bold

Arial Black

Children

Aa

Aa

Regular

← Arial Black is its own font. It is not the same as adding bold to Arial Regular.

Character Set: Linotype Univers

Linotype Univers is our sans-serif font. We use five different weights, each with corresponding italics.

Linotype Univers 230 Thin

Linotype Univers 330 Light

Linotype Univers 430 Regular

Linotype Univers 530 Medium

Linotype Univers 630 Bold

Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuvwxyz

Numerals

0123456789

Punctuation and Symbols.

! ; , ? \ | / @ # \$ % ^ & * ~ ({ [] }) ° ª « » . , : ; . . . _ † ‡ ~
 - + = ÷ ¬ π ∏ ∑ Δ f ∂ β μ < > ≤ ≥ ¶ § ∞

Fonts

Character Set: DIN Next Slab Pro

DIN Next Slab Pro is our display font. We use two different weights, each with corresponding italics.

DIN Next Slab Pro Heavy

DIN Next Slab Pro Black

Capitals

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

Lowercase

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**

Numerals

0 1 2 3 4 5 6 7 8 9

Punctuation and Symbols

**! ; , ' " " « » . , ; : ... _ † ~ ' " " ~
- + = ÷ ¬ π Π Σ Δ f ∂ β μ < > ≤ ≥ ¶ § ∞**

UNICEF USA

Typography

Using Type

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

TIP

A good rule of thumb:

- **Large type:** Set the leading **2 points lower** than the text's point size.
- **Medium size type:** Set the leading to the **same points** than the text's point size.
- **Small type:** Set the leading **2 points higher** than the text's point size.

This won't always be right, but leading can most easily be adjusted from there.

Leading

Line spacing, called leading, is critical to setting professional-looking type that is easy to read. Leading should be set tight, but not too tight.

Leading that is too loose leaves too much distance between lines.

22 pt type / 34 pt leading

Leading that is too tight leaves too little distance between lines.

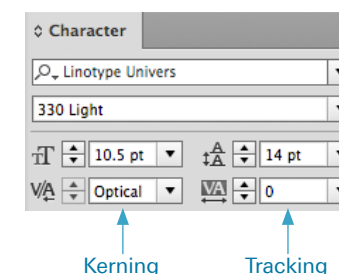
22 pt type / 18 pt leading

The reader won't even notice when the leading is just right.

22 pt type / 24 pt leading

Tracking

Correct letter spacing, or **tracking,** is used to make type easy to read. **Optical kerning** should be used when available.



Tracking that is too loose leaves too much space between letters.

+50 tracking

Tracking that is too tight leaves too little space between letters.

-70 tracking

The reader won't even notice when the tracking is just right

-5 tracking

UNICEF USA

Typography

Type Style Examples

Text elements in UNICEF USA branding follow specific type specs as detailed on the following pages.

We have included our main and most **basic typesetting styles for Adobe software** (InDesign, Illustrator and Photoshop) on this page.

Only styles indicated on our design templates should be used in any UNICEF USA work that is produced.

Lorem Ipsum Dolor Sit Amet Volutpat Erat

consectetuer adipiscing,
sed diam nonummy nibh
euismod tincidunt.

consectetuer adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. consectetur adipiscing
elit, sed diam nonummy nibh euismod.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Duis autem vel eum
iriure dolor.

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore.

← **HEADLINE (H1)**
DIN Next Slab Pro **Black**
Size: **36 pt**
Leading: **36 pt**
Tracking: **-5**

← **SUBHEAD (H2)**
Linotype Univers **330 Light**
Size: **23 pt**
Leading: **26 pt**
Tracking: **-20**

← **BODY TEXT**
Linotype Univers **330 Light**
Size: **9 pt**
Leading: **12 pt**
Tracking: **0**

← **SIDEBAR TEXT**
Linotype Univers **530 Medium**
Size: **8 pt**
Leading: **10 pt**
Tracking: **0**

← **CAPTION**
Linotype Univers **630 Bold**
Size: **6.75 pt**
Leading: **8.25 pt**
Tracking: **0**

UNICEF USA

Typography

Type Style Examples: PC and Office Suite

On this page, we have included our main and most basic typesetting styles detailing **type specs for Microsoft Office software** (Word, Powerpoint, etc.).

Only styles indicated on our design templates should be used in any UNICEF USA work that is produced.

Lorem Ipsum Dolor Sit Amet Volutpat Erat

LOREM IPSUM
DOLOR SIT AMET
VOLUTPAT ERAT

consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. consectetur adipiscing elit, sed diam nonummy nibh euismod.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam tincidunt erat volutpat. Duis autem vel eum iriure dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

HEADLINE (H1)

Arial **Black**
Size: **18 pt**
Leading: **20 pt**
Tracking: **0**
Color: **USA Blue**

SUBHEAD (H2)

Arial **Black**
Size: **9 pt**
All Caps
Leading: **9 pt**
Expanded: **1 pt**
Color: **USA Gray-Medium**

BODY TEXT

Arial **Regular**
Size: **10 pt**
Leading: **14 pt**
Tracking: **0**

CHART TEXT

Arial **Regular**
Size: **8 pt**
Leading: **11 pt**
Tracking: **0**

CAPTION

Arial **Regular**
Size: **8 pt**
Leading: **12 pt**
Tracking: **0**
Color: **USA Gray-Medium**

On this page, we have included our main and most basic typesetting styles detailing type specs for digital and web use.

Only styles indicated on our design templates should be used in any UNICEF USA work that is produced.

NOTE

#00BDF2 is used in replacement for USA BLUE in all digital applications.

**Lorem Ipsum
Dolor Sit Amet
Volutpat Erat**

**consectetuer adipiscing,
sed diam nonummy nibh
euismod tincidunt.**

consectetuer adipiscing,
sed diam nonummy nibh
euismod tincidunt.

**consectetuer euismod adipiscing,
sed diam nibh euismod sed diam
nibh euismod tincidunt.**

**Lorem ipsum dolor sit
amet consectetur.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam tincidunt erat volutpat. Duis autem vel eum iriure dolor.

PAGE TITLE (H1)
DIN Next Slab Pro **Heavy**
Size: **53 px**
Line-Height: **47 px**
Text Color: #00bdf2

SECTION HEADLINE (H2)
DIN Next Slab Pro **Heavy**
Size: **26px**
Line-Height: **26 px**
Letter-spacing: **.025 em**
Text Color: #636363

SUBHEAD (H3)
Linotype Univers **330 Light**
Size: **26 px**
Text Color: #003e5d

SUBHEAD (H4)
DIN Next Slab Pro **Heavy**
Size: **24 pt**
Line-Height: **24 px**
Letter-spacing: **.025 em**
Text Color: #003e5d

Links
Linotype Univers **630 Bold**
Size: **15 px**
Text Color: #003e5d

Links
Linotype Univers **430 Regular**
Size: **15 px**
Line-Height: **1.5 em**
Text Color: #636363



Color

UNICEF USA

Color

Basic Palette

The primary color for UNICEF USA branding is, like UNICEF's own signature color, **cyan**—we call it **USA Blue**.

The **core palette** here presented is provided for use in conjunction with USA Blue.

The **extended palette** is provided for use in conjunction with USA Blue and the core palette.

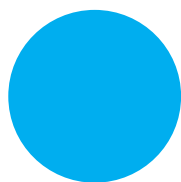
These accent colors should be used sparingly and never take precedence over USA Blue.

TIP

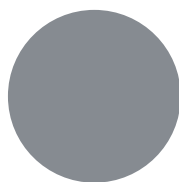
Please use **regular black** (CMYK 0 0 0 100), not **USA Black**, for all text smaller than 14 points.

Use **reverse type** (light tones or white) sparingly as it is hard to read.

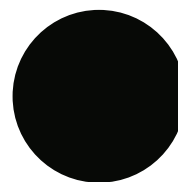
Core Palette



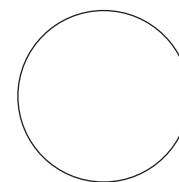
USA Blue
Pantone Process Cyan
CMYK 100 0 0 0
RGB 0 174 239
Hex #00AEEF



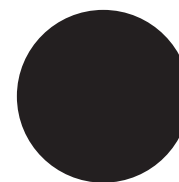
USA Gray-Medium
CMYK 23 16 13 37
RGB 135 140 146
Hex #878C92



USA Black
CMYK 67 44 67 95
RGB 0 7 0
Hex #000700

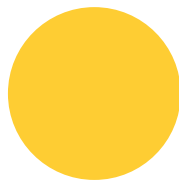


White
CMYK 0 0 0 0
RGB: 255 255 255
Hex #FFFFFF

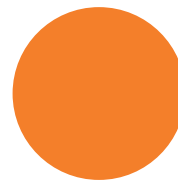


Black
CMYK 0 0 0 100
RGB 0 0 0
Hex #000000

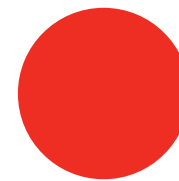
Extended Palette



USA Yellow
Pantone 123
CMYK 0 19 89 0
RGB 255 206 52
Hex #FFCE34



USA Orange
Pantone 158
CMYK 0 62 95 0
RGB 245 127 41
Hex #F57F29



USA Red
Pantone 485
CMYK 0 95 100 0
RGB 238 50 36
Hex #EE3224



USA Green
Pantone 375
CMYK 40 0 90 0
RGB 165 207 77
Hex #A5CF4D

UNICEF USA

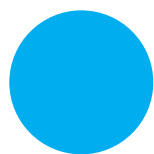
Color

Complete Palette

Here is the complete UNICEF USA color palette. **Colors should all be used at 100%** of color (no tints or percentages of colors).

Besides our preferred white, optimal background colors are USA Blue-10% and USA Gray-Light.

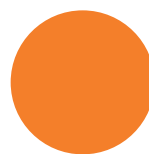
Do not use default colors from software programs to add color to your work. Please use only these specific colors.



USA Blue
Pantone Process Cyan
CMYK 100 0 0 0
RGB 0 174 239
Hex #00AEEF



USA Yellow
Pantone 123
CMYK 0 19 89 0
RGB 255 206 52
Hex #FFCE34



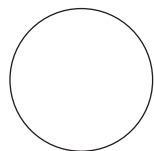
USA Orange
Pantone 158
CMYK 0 62 95 0
RGB 245 127 41
Hex #F57F29



USA Red
Pantone 485
CMYK 0 95 100 0
RGB 238 50 36
Hex #EE3224



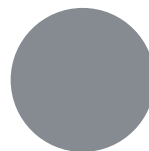
USA Green
Pantone 375
CMYK 40 0 90 0
RGB 165 207 77
Hex #A5CF4D



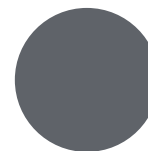
White
CMYK 0 0 0 0
RGB 255 255 255
Hex #FFFFFF



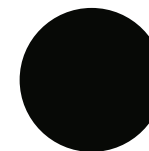
USA Gray-Light
CMYK 3 3 6 7
RGB 227 225 220
Hex #E3E1DC



USA Gray-Medium
CMYK 23 16 13 37
RGB 135 140 146
Hex #878C92



USA Gray-Dark
CMYK 30 22 17 57
RGB 95 99 106
Hex #5F636A

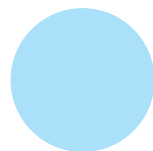


USA Black
CMYK 67 44 67 95
RGB 0 7 0
Hex #000700

The complete UNICEF USA palette also includes these custom variations of USA Blue:



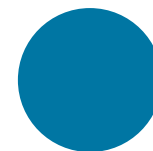
USA Blue -10%
CMYK 10 0 0 0
RGB 225 244 253
Hex #E1F4FD



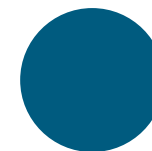
USA Blue -30%
CMYK 30 0 0 0
RGB 170 225 250
Hex #AAE1FA



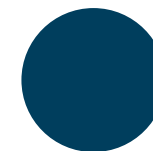
USA Blue -60%
CMYK 60 0 0 0
RGB 68 200 245
Hex #44C8F5



USA Blue +40%
CMYK 100 0 0 40
RGB 0 118 163
Hex #0076A3



USA Blue +60%
CMYK 100 0 0 60
RGB 0 91 127
Hex #005B7F



USA Blue Dark
CMYK 100 10 0 75
RGB 0 62 94
Hex #003E5E

