



PASCO EDC
NORTH TAMPA BAY, FLORIDA®

PASCO EDC BRAND GUIDELINES

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COLOR PALETTE

PASCO EDC LOGO



PANTONE 138
CMYK: 0, 50, 100, 0
RGB: 223,122,0
HEX: DF7A00



80% BLACK
CMYK: 0, 0, 0, 80
RGB: 88, 89, 91
HEX: 58595B



SMARTSTART PROGRAM LOGO



PANTONE 138
CMYK: 0, 50, 100, 0
RGB: 223,122,0
HEX: DF7A00



80% BLACK
CMYK: 0, 0, 0, 80
RGB: 88, 89, 91
HEX: 58595B



ACCENT COLOR

PANTONE 369C (closest equivalent)
CMYK: 66, 18, 100, 3
RGB: 102, 157, 29
HEX: 669D1D



WORKFORCECONNECT PROGRAM LOGO



PANTONE 138
CMYK: 0, 50, 100, 0
RGB: 223,122,0
HEX: DF7A00



80% BLACK
CMYK: 0, 0, 0, 80
RGB: 88, 89, 91
HEX: 58595B



ACCENT COLOR

PANTONE 648C (closest equivalent)
CMYK: 98, 42, 0, 69
RGB: 2, 47, 80
HEX: #22f50



TYPEFACE

PRIMARY TITLE

Aldine401 BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SECONDARY TITLE

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ALTERNATE LOGOS

Note: Each program logo is available in any of the formats below in either vertical or horizontal orientation.

FULL COLOR REVERSE ON DARK BACKGROUND



GRAYSCALE



GRAYSCALE REVERSE



FOR ENGRAVING- FULL OR SINGLE COLOR

