LA 1 GEAUXPASS

GUIDELINES

GUIDELINES AND STANDARDS

STANDARDS

GEAUXPASS

HNTB

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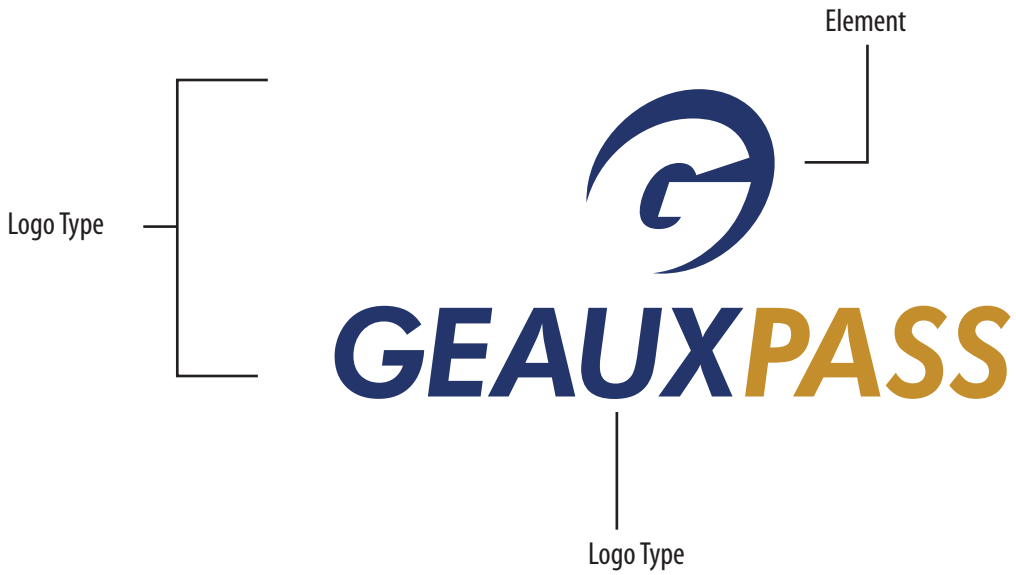
IDENTITY

elements

GeauxPass elements.
The identity is comprised of several elements. The logo type seen in blue and gold that identifies the name of the project in text. The stylized G element seen reversed in a circle of blue above the text that identifies as the icon for the project that can be used with or without the text as a single recognizable image or brand of the project.



IDENTITY

colors - optional

GeauxPass colors.
The preferred identity use in color is shown below on a color, gray and white background for optimal readability. The colors used on the identity for print or web are indicated in Pantone, CYMK and RGB values below.

This is the preferred GeauxPass identity use with options shown on pages 7 and 8.

Icon
Reversed with 30% Gray for Print

Background: Solid Color

Identity
Pantone 534C (blue), 1255C (gold) for print

Background: 50% Process Black

Identity
Pantone 534C (blue), 1255C (gold) for print

Background: White

Solid: Pantone 534C
C100 M90 Y30 K17 (process)
R33 G53 B107 (screen)

Solid: Pantone 1255C
C22 M45 Y100 K3 (process)
R196 G141 B43 (screen)

Solid: Pantone 534C
C100 M90 Y30 K17 (process)
R33 G53 B107 (screen)

IDENTITY

one-color alternative

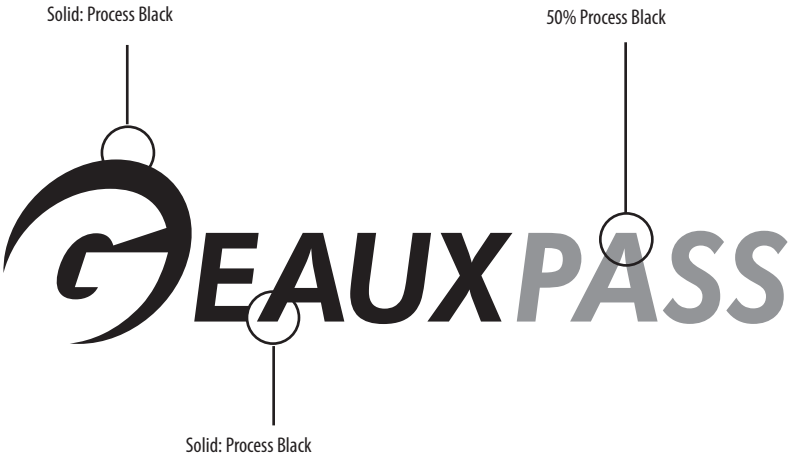
GeauxPass one-color alternatives.
Identity is shown below as reversed on black background and greyscale on white background. The colors used on the identity for print is black or the grayscale percentages indicated below.

One-Color identity
Process Black and 30% Gray for print

Background: Process Black

One-Color Identity
Process Black and 50% Gray for print

Background: White



IDENTITY

minimum size

GeauxPass minimum size.
Identity is shown at 1/2 inch in height. This is the minimum size the identity should be used to ensure the integrity of the elements and logo type.

Minimum Size

Minimum Size

IDENTITY

color - icon

GeauxPass icon.
The identity using only the icon is shown below on solid color, grayscale and white background for optimal readability. The icon can be used in place of the entire identity for a stand alone recognition of the brand. It is recommended however that when used in this capacity that the preferred or optional identity accompany the icon whenever possible.

See the preferred identity on page 4 and optional on page 8.

Icon
Reversed with 30% Gray for Print

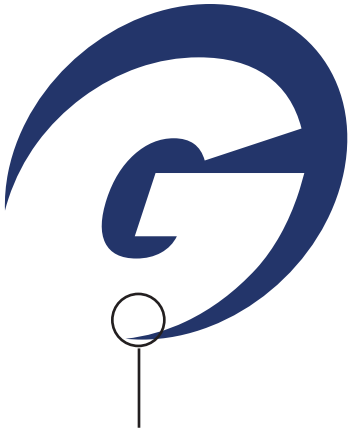
Background: Solid Color

Icon
Pantone 534C (blue)

Background: 50% Process Black

Icon
Pantone 534C (blue)

Background: White



Solid: Pantone 534C
C100 M90 Y30 K17 (process)
R33 G53 B107 (screen)

IDENTITY

colors - preferred

GeauxPass colors.
The optional identity use in color is shown below on a color, gray and white background for optimal readability. The colors used on the identity for print or web are indicated in Pantone, CYMK and RGB values below.

This is the optional GeauxPass identity with the preferred on page 4.

Identity
Reversed with 30% Gray for Print

Background: Solid Color

Identity
Pantone 534C (blue), 1255C (gold) for print

Background: 50% Process Black

Identity
Pantone 534C (blue), 1255C (gold) for print

Background: White

Solid: Pantone 534C
C100 M90 Y30 K17 (process)
R33 G53 B107 (screen)

Solid: Pantone 1255C
C22 M45 Y100 K3 (process)
R196 G141 B43 (screen)

Solid: Pantone 534C
C100 M90 Y30 K17 (process)
R33 G53 B107 (screen)

GeauxPass typography.
Primary and secondary font implemented in the identity which should be considered as graphic design elements.

Primary Font

Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789(.,;:?!$&-*)

Secondary Font

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789(.,;:?!$&-*)

GRAPHIC DESIGN ELEMENTS

color palette

GeauxPass color palette.
Primary colors implemented in the identity when used as color, black or reversed.

Pantone 534C
C100 M90 Y30 K17
R33 G53 B107

Pantone 1255C
C22 M45 Y100 K3
R196 G141 B43

30% Pantone 534C
C30 M27 Y9 K5
R189 G194 B211

40% Pantone 1255C
C9 M18 Y40 K1
R232 G210 B170

Process Black
C0 M0 Y0 K100
R0 G0 B0

60% Process Black
C0 M0 Y0 K60
R102 G102 B102

30% Process Black
C0 M0 Y0 K30
R179 G179 B179