

SHPE National Convention

2021 Cheat Sheet

Logotype

PRIMARY LOGO



SINGLE COLOR LOGO



COLOR LOGO ON BACKGROUND



Typography

PRIMARY FONT

UNIVERS LTD STD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

SECONDARY FONT

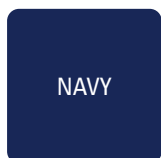
LOBSTER 1.4

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Color

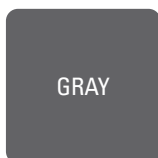
PRIMARY COLORS



NAVY

PRINT
PMS 281
CMYK
100 91 32 34

WEB
RGB 0 31 91
HEX #001F5B



GRAY

PRINT
PMS 446
CMYK
0 0 0 75

WEB
RGB 98 99 102
HEX #626366

SECONDARY COLORS



PALE BLUE

PRINT
PMS 7695
CMYK
56 20 19 0

WEB
RGB 114 170 190
HEX #72A9BE



ORANGE

PRINT
PMS 1655
CMYK
0 75 88 0

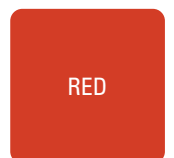
WEB
RGB 242 101 52
HEX #FD652F



BLUE

PRINT
PMS 660
CMYK
87 54 0 0

WEB
RGB 24 112 184
HEX #0070C0



RED

PRINT
PMS 485
CMYK
11 90 100 3

WEB
RGB 210 63 38
HEX #D33A02