

# SHPE National Convention

2022 CHEAT SHEET

## Logotype

PRIMARY LOGO



SINGLE COLOR LOGO



COLOR LOGO ON BACKGROUND



## Typography

PRIMARY FONT

UNIVERS LTD STD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SECONDARY FONT

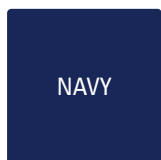
KENYAN COFFEE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Color

PRIMARY COLORS



NAVY

**PRINT**  
PMS 281  
CMYK  
100 91 32 34

**WEB**  
RGB 0 31 91  
HEX #001F5B



ORANGE

**PRINT**  
PMS 1655  
CMYK  
0 75 88 0

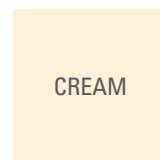
**WEB**  
RGB 242 101 52  
HEX #FD652F



BLUE

**PRINT**  
PMS 660  
CMYK  
87 54 0 0

**WEB**  
RGB 24 112 184  
HEX #0070C0

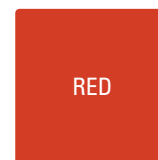


CREAM

**PRINT**  
PMS 7506  
CMYK  
1 4 16 0

**WEB**  
RGB 252 240 214  
HEX #FCF0D6

SECONDARY COLORS



RED

**PRINT**  
PMS 485  
CMYK  
11 90 100 3

**WEB**  
RGB 210 63 38  
HEX #D33A02



PALE BLUE

**PRINT**  
PMS 7695  
CMYK  
56 20 19 0

**WEB**  
RGB 114 170 190  
HEX #72A9BE