Logo Usage Guidelines

BRAND SIGNATURE

The Step:Forward logo consists of the logotype, reversed color block, and tagline. The logo is available in a variety of formats on the Campaign Materials page of the Step:Forward website.

In order to keep a consistent look and feel, do not stretch, condense, or abstract the signature. Any modification can create confusion and reduce the impact of the logo.

CLEAR SPACE

For legibility and prominence, ensure that clear space is maintained around the logo. Photos, text, and graphic elements should stay outside the clear space.

COLOR APPLICATIONS

Reversed logo for use on dark backgrounds

One-color logo

DO NOTS

Do not stretch or condense the logo.

Do not use a low-resolution version of the logo.

Do not use non-approved colors.

Do not place the logo on a busy background.

COLOR PALETTE

Go! Green

Pantone 376
(For uncoated stock, use 382)
c46 m4 y100 k0
r152 g193 b30
#97c21c

Dark Grey

Pantone Black 7
c0 m0 y0 k100
r72 g72 b72
#484848