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Congratulations on your new logo!

We at Pulse are proud that you have trusted our firm to create a new visual identity for Maine Adult Education. We truly enjoyed working with you during the development of your logo.

HERE ARE SOME IMPORTANT THINGS TO NOTE ABOUT YOUR NEW LOOK:

Colors
Blue, green, and purple were chosen for brand colors, creating strong contrast against the darker blue of the wordmark.

Emblem
The logo design features a custom emblem combining elements of an open book and a computer monitor, representing both the traditional and digital education opportunities offered by the organization. The pages of the book form an “M” framed by the edge of the emblem.

Font
The font we chose to accompany the logo mark is a sans serif typeface called Helvetica Bold.
Brand Colors

These are the colors that make up your new brand.
Use them whenever you create new materials to ensure your visual identity is cohesive.
Your new logo uses a modified version of the sans serif typeface

**Helvetica Bold**
Correct Usage

Always place your logo according to its correct aspect ratio. Never “stretch” or “squish” your logo when resizing:

![Correct Usage Examples](image)

Use a transparent version of your logo when placing it over active backgrounds:

![Correct Usage Examples](image)

Always use colors opposite of the background when using the single color version of your new logo:

![Correct Usage Examples](image)
File Formats

Adobe Illustrator (.AI)
This file is an infinitely-scalable version of your logo that is suitable for use in professionally printed pieces.

Encapsulated Postscript (.EPS)
This file is another scalable vector version of your logo that is suitable for professional printing.

Portable Document Format (.PDF)
This file is the third scalable version of your logo that is suitable for professional printing.

High Resolution Raster (.JPG)
This file is suitable for printing on internal documents that require high-resolution, but are produced in common software. (e.g. Microsoft Word)

Low Resolution Raster (.JPG)
This file is suitable for online use in situations where transparency is not required.

Low Resolution Transparent (.PNG)
This file is suitable for online use in situations where transparency is required.
Not every color will look good alongside your logo. To ensure an attractive presentation, it’s important to choose colors that work well with your logo. Following are some examples of colors that work well with your logo:

- R: 189, G: 210, B: 211
  - C: 25, M: 9, Y: 14, K: 0
  - HEX: #BDD2D3

- R: 77, G: 37, B: 0
  - C: 51, M: 65, Y: 95, K: 60
  - HEX: #4D2500

- R: 255, G: 255, B: 255
  - C: 0, M: 0, Y: 0, K: 0
  - HEX: #FFFFFF

We recommend that you do not place your logo alongside bright primary colors (such as the default shades of red, green, and blue that are provided by Microsoft Word), or colors that are close to (but not the same as) your brand colors—they will likely clash and create an unattractive result.