

Logo Specification Guide



Three Color Standard



HEX# 82c03d
CMYK 55/51/100/0
RGB 130, 198, 0



HEX# 4f81bd
CMYK 72/38/50/0
RGB 80, 129, 188



HEX# 661400
CMYK 30/75/100/80
RGB 98, 20, 0

Fonts

EVERY DAY
FESTIVAL

ST. LOUIS EARTH DAY

Recycling Extravaganza

Font: Univers 48 Light Ultra Condensed

ST LOUIS
EARTH DAY

Font: Univers 87 Bold Condensed

Single Color Standard



HEX# 661400
CMYK 30/75/100/80
RGB 98, 20, 0



HEX# 444444
CMYK 65/65/65/37
RGB 71, 71, 71

Logo Use

The St. Louis Earth Day, Recycling On the Go, Green Dining Alliance, Taste of Green, Recycling Extravaganza, and Friends of Earth Day logos may be used with permission by staff of St. Louis Earth Day only.

Logos can be used to promote St. Louis Earth Day events, programs, sponsorship and organizational partnership.

Logos dimensions should be kept proportional to original files. All logo components must appear with logo use.

Logo should appear on a white background when possible. Logo should be made full black or grayscale when appearing on green or blue background; and made white when appearing on dark background.

Email info@stlouisearthday.org with questions.

Posting use

Organizational hashtags may be used by partners to call attention to program and event participation. Use for any other purpose that does not promote or encourage being green is highly discouraged.