

UNICEF CLUBS 2016-17 BRAND BOOK CHEAT SHEET

Our Logos

Logos may not be altered in any way and must appear exactly as shown below. For more specific logo usage guidelines, please see UNICEF Clubs Brand Book.



Our Fonts

UNICEF Clubs must be represented by the fonts at right. No substitutions.

Univers Sentinel
Arial Georgia

Our Colors



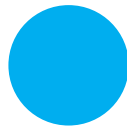
USF Blue -10%
CMYK: 10 0 0 0
RGB: 225 244 253
Hex: #E1F4FD



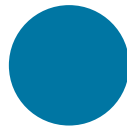
USF Blue -30%
CMYK: 30 0 0 0
RGB: 171 225 250
Hex: #ABE1FA



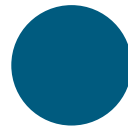
USF Blue -60%
CMYK: 60 0 0 0
RGB: 68 200 245
Hex: #44C8F5



USF Blue
Pantone Process Cyan
CMYK: 100 0 0 0
RGB: 0 159 223
Hex: #0099FD



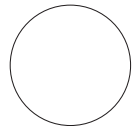
USF Blue +40%
CMYK: 100 0 0 40
RGB: 0 118 163
Hex: #0076A3



USF Blue +60%
CMYK: 100 0 0 60
RGB: 0 91 127
Hex: #00567F



USF Blue -Dark
CMYK: 100 10 0 75
RGB: 0 62 94
Hex: #003E5E



White
CMYK: 0 0 0 0
RGB: 255 255 255
Hex: #FFFFFF



USF Yellow
Pantone 123 C
CMYK 0 19 89 0
RGB 255 199 44
Hex #FFC72C



USF Orange
Pantone 158 CP
CMYK 0 62 95 0
RGB: 232 119 34
Hex #E87722



USF Red
Pantone 485 CP
CMYK 0 95 100 0
RGB 218 41 28
Hex #DA291C



USF Green
Pantone 375 CP
CMYK 40 0 90 0
RGB 151 215 0
Hex #91D700



USF Gray -Light
CMYK 3 3 6 7
RGB 227 225 220
Hex #E4E1DC



USF Gray -Medium
Cool Gray
CMYK 23 16 13 46
RGB 121 125 131
Hex #797D83



USF Gray -Dark
CMYK 30 22 17 57
RGB 95 99 105
Hex #5F6369



USF Black
Rich Black
CMYK 67 44 67 95
RGB 0 7 0
Hex #000600

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