

OFFICIAL LOGO



The Small Business University logo is comprised of the illustration and logotype / lettering.

The logotype is custom designed and should NEVER be replaced by a font or any other typeface

The mark and logotype cannot be used as a separate identifier.

ANY SEPARATION OF LOGO IS PROHIBITED!



MINIMUM CLEAR SPACE

To achieve maximum logo recognition, it is important for assisting graphical elements & other company logos to not be in direct contact with The Small Business University logo

By Visually imagining a containing box around the logo, any assisting elements should be at least an "M" width away from the logo artwork.

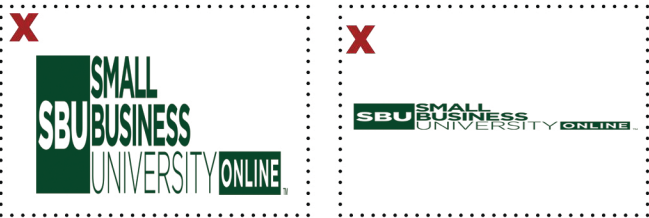
OFFICIAL COLORS

PANTONE 3435C	RICH BLACK	WARM WHITE	ACCENT YELLOW
C - 87 R - 18	C - 70 R - 31	C - 0 R - 255	C - 0 R - 249
M - 45 G - 71	M - 50 G - 26	M - 1 G - 255	M - 19 G - 193
Y - 78 B - 52	Y - 30 B - 23	Y - 1 B - 255	Y - 100 B - 67
K - 49	K - 100	K - 1	K - 0

SCALE REQUIREMENTS

The dimensions and proportions of the artwork have been selected accordingly and should never be altered.

Examples below show improper use:



MINIMUM SIZE

For Maximum performance, the minimum size for reproduction of the logo artwork is 100 px



LOGO AT 100PX



FULL COLOR used on tinted backgrounds range 0-15%



WHITE LOGO

may be used on tinted backgrounds range 50-100%

