

Logo & usage

Safe Zones:



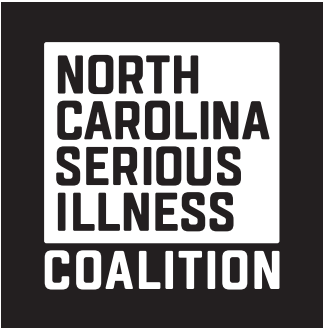
Logo

The logo consists of sans serif typography stacked in a block, with “Coalition” set outside the other text to emphasize the structure of the group.

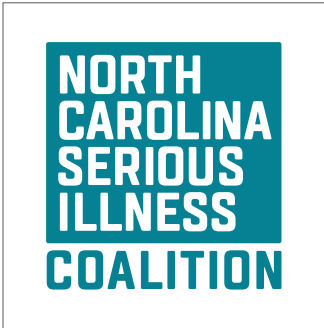
Safe Zone

The logo should always have an uncluttered clearance space around it in all of the communications and logo applications called **Safe Zone**.

Alternative logo versions



Color Logo Reverse (RGB)



Color Logo Variant (RGB)







Abbreviated Logo (RGB)



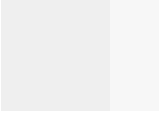
Abbreviated Logo Reverse (RGB)

Colors

PRIMARY

			
Hex: #068193 50%	Hex: #15AABE 50%	Hex: #EE583f 50%	Hex: #1D1D1D 50%
RGB: (6, 129, 147)	RGB: (162, 186, 215)	RGB: (238, 88, 63)	RGB: (29, 29, 29)
CMYK: (85, 35, 36, 4)	CMYK: (75, 11, 23, 0)	CMYK: (1, 81, 80, 0)	CMYK: (72, 66, 65, 77)
Pantone:	Pantone:	Pantone:	Pantone:

SECONDARY


Hex: #EFEFEF 50%
RGB: (239, 239, 239)
CMYK: (5, 3, 3, 0)
Pantone:

Typography

Nunito Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$\$%^&\*()-=+

Nunito Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$\$%^&\*()-=+

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$\$%^&\*()-=+

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$\$%^&\*()-=+