

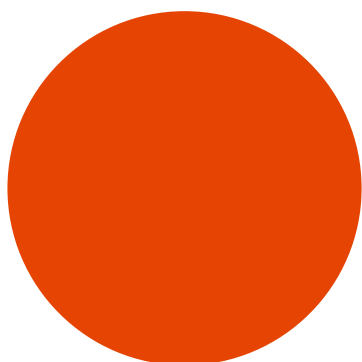
STYLE GUIDE

TYPEFACES

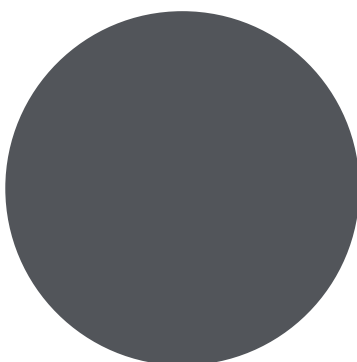
Proxima Nova

Cytia Slab Pro

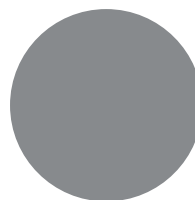
COLORS



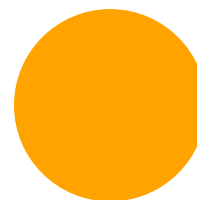
Pantone: 1665C
HEX: #DF6236



Pantone: Cool Gray 11C
HEX: #53575A



Pantone: Cool Gray 8C
HEX: #939597



Pantone: 137 C
HEX: #EEA941

LOGO USAGE

1. AMPLE SPACE

The logo should never be crowded by other graphics, give the logo a space of at least half the height of the logomark on all sides.



2. NEVER SEPARATE LOGO ELEMENTS

The logo should remain as is, with the exception of color variation, on all materials. Do not isolate the orange E, and do not separate "MECA" from "Maine College of Art."



3. KEEP ORIGINAL PROPORTIONS

The logo should be stretched, distorted, or manipulated in anyway.

