



# Multispecies Media

## Colors



Pantone® 2728	Pantone® 2728 (10%)	Pantone® 7727	Pantone® 7723	Pantone® 1375	Pantone® 116	Pantone® 1625	Pantone® 1625 (25%)	Pantone® CG11	Pantone® CG8
CMYK 96 78 0 0	CMYK 7 6 0 0	CMYK 100 31 87 21	CMYK 71 14 59 1	CMYK 0 45 97 0	CMYK 0 18 100 0	CMYK 0 44 41 0	CMYK 0 44 41 0	CMYK 0 2 0 68	CMYK 49 40 38 4
RGB 0 71 186	RGB 233 233 248	RGB 0 109 70	RGB 76 165 133	RGB 249 157 34	RGB 255 205 0	RGB 255 164 137	RGB 255 164 137	RGB 113 112 115	RGB 137 138 141
Hex #0047ba	Hex #e9e9f8	Hex #006d46	Hex #4ca585	Hex #f99d22	Hex #ffcd00	Hex #ffa489	Hex #ffa489	Hex #7177073	Hex #898a8d

## Font

### Gilroy Light

Gilroy is a modern sans serif with a geometric touch, designed by Radomir Tinkov.

## Complementary/Secondary Fonts

Headline Serif (via [Fonts.com](https://www.fonts.com), [Fontspring](https://www.fontspring.com), and [MyFonts](https://www.myfonts.com)):

Recoleta Light, **Recoleta Semi Bold**

Headline Sans Serif (included in package):

**Gilroy ExtraBold**

## Clear Space

Clear space—space near the logo where no other text or image elements should appear—is shown with X marks in the illustration below, which equals

the width of the 'M' in 'Multispecies' vertically from the top- and bottom-most elements and three times the width from the implied circles on the left and right. When placing the logo or having others do so, do not let any other elements infringe upon this clear space for maximum clarity, impact, and consistency.



File Format	General Use
.jpg	For on-screen or web use, informal or internal use
.tif	For print use when .eps is not accepted and within Word documents as they compress and print better than .jpg
.png	For Web use (unlike .jpgs, .png files allow for transparent backgrounds when used on the web)
.eps	Vector file for professional print + desktop publishing (provides the ability to resize without loss of quality)
.ai	Vector file for professional design use and professional print
.svg	Scalable vector graphic file for modern web browsers

File Naming	Meaning
blk, wht	Logo color is black only or white only
650px, 2000px	Logo is saved for the Web at a pre-set width of either 650 pixels across or 2000 pixels across
trans	Logo is saved for the Web with transparent background
CMYK	Logo is saved for print with CMYK color values when vector files are not accepted by printers or usable in-house