The four color horizontal version of the logo is the preferred format. Use vertical logo for vertical formatting.

- No less than a quarter of an inch of space should surround all variations of the logo.
- The logo should not be stretched or altered or cut-off in any way.
- The logo should always be displayed in its entirety.
- When using a colored background, please use white alternate logo.

**Alternate Logo Variations**

**Correct Use:**

![Correct Use Logo Variations](image1)

**Incorrect Use:**

![Incorrect Use Logo Variations](image2)

**Color Matching**

- **Correct Use:**
  - CMYK: C=0 M=100 Y=80 K=40
  - Pantone 186
  - RGB: R=158 G=6 B=33
  - Hex: #9e0621

- **Incorrect Use:**
  - CMYK: C=100 M=0 Y=79 K=65
  - Pantone 349
  - RGB: R=0 G=82 B=50
  - Hex: #005232

- **Additional Color:**
  - CMYK: C=0 M=30 Y=100 K=0
  - Pantone 110
  - RGB: R=253 G=185 B=19
  - Hex: #fb913

The logo font is Goudy Old Style.