Logo Font: Goudy Old Style

Primary 40th Logo

Full color horizontal logo is preferred.

Secondary 40th Logo

White version for dark backgrounds.

Primary Vertical Logo

To be used for stacked or narrow spaces.

Secondary Vertical Logo

To be used for stacked or narrow spaces on dark backgrounds.

Primary Color Match

HEX: #9d0520
RGB: R:157, G:5, B:32
CMYK: C:0, M:0.97, Y:0.8, K:0.38

HEX: #005232
RGB: R:0, G:82, B:50
CMYK: C:1, M:0, Y:0.39, K:0.68

HEX: #fdb913
RGB: R:253, G:185, B:19
CMYK: C:0, M:0.27, Y:0.92, K:0.01

Secondary Color Match

Hex: #028558
RGB: R:2, G:133, B:88
CMYK: C:0.98, M:0, Y:0.34, K:0.48

Hex: #f6f5b3
RGB: 246, G:245, B:179
CMYK: C:0, M:0, Y:0.27, K:0.04

Alternate Logo Variations:
For single-color use & printing needs.

Black & White
For one color use on light backgrounds

All White
For one color use on dark backgrounds

Examples of correct application: contrast between logo and background is high

Examples of incorrect application: very low contrast between logo and background