

PRIMARY LOGOTYPE



STAMP LOGOTYPE



FAVICON (32PX AND SMALLER)



FULL LOGO SET

The primary logotype is the preferable logo to use in most cases. A full logo library has been created addressing the different color combinations and formats suitable for most situations and contexts. Please reference the formats guide provided with your library for best use guidelines. The logo can be used as full color, 1 color, or black and white as needed.



COLOR PALETTE

Below are the color values for the Butler, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C
 CMYK: 65, 66, 68, 82
 RGB: 0, 0, 0
 HEX: 000000

PMS: 432
 CMYK: 79, 64, 52, 44
 RGB: 50, 62, 72
 HEX: 30434d

PMS: 7714
 CMYK: 100, 35, 46, 10
 RGB: 0, 117, 128
 HEX: 007684

PMS: 7416
 CMYK: 3, 73, 70, 0
 RGB: 234, 104, 82
 HEX: ef5e49

PMS: 123
 CMYK: 0, 23, 91, 0
 RGB: 255, 198, 41
 HEX: f5c922

PMS: White
 CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HEX: FFFFFFFF

FONTS

Below are the primary fonts used in the Butler, OH visual identity system. Both of these fonts can be downloaded for free from www.googlefonts.com

Headlines and Titles

Collegiate Regular
[DOWNLOAD FONT FAMILY HERE](#)

HEADLINES AND TITLES

Proxima Nova Extrabold
[DOWNLOAD FONT FAMILY HERE](#)

Subheads and Call-Outs

Proxima Nova Thin
[DOWNLOAD FONT FAMILY HERE](#)

This is body copy font. This is body copy font.

Proxima Nova Regular