

Mitzvah Mall Logo and Style Guide

QUICK REFERENCE

PRIMARY LOGO DESIGN:



ALTERNATES:

ICON



BADGE



BANNER



COLORS:



CMYK: 0/5/100/0
RGB: 255/231/63 #FFE73F



CMYK: 35/0/0/0
RGB: 156/219/248 #9CDBF8



CMYK: 100/0/0/0
RGB: 0/173/238 #00ADEE



CMYK: 0/85/0/0
RGB: 237/77/154 #ED4D9A



CMYK: 0/35/85/0
RGB: 170/74/155 #AA4A9B



CMYK: 0/0/0/100
RGB: 0/0/0 #000000

Logo Usage Basics:

- Use the primary logo design in most instances
- Icon design to be used in cases where the 'Mitzvah Mall' text is unnecessary, the 'Mitzvah Mall' text is typeset elsewhere, or in such a small size that the text would be near illegible; alternatively may be used as a stylized design element
- Badge design may be used alternatively so long as it is greater than one inch (1") in diameter
- Banner design for panoramic (or otherwise extreme horizontal) usage
- If displaying logo in a group of other logos, maintain a minimum distance that is no smaller than the diameter of the icon

Color Usage:

- CMYK = Cyan / Magenta / Yellow / Black:
Industry standard for most print products
- RGB = Red / Green / Blue:
Use for web, apps, and video
- Black/White copies for use if full color is not available
- Never convert full color to grayscale for black/white usage
- Black/White copies may be used for watermarks or overlays
- Never use full color logo designs as a watermark or overlay

File Types:

- Only file types that allow transparency are provided (no white backgrounds):
EPS, PNG, and SVG
- CMYK files are all EPS and for use with print products
- RGB files are either PNG or SVG and may be used in most web, video, and home/office desktop publishing apps
- EPS and SVG file types are vector graphics and infinitely scalable
- PNG files are raster graphics (pixels) and lose resolution when enlarged

Fonts:

- Primary logo font:
Mochiy Pop
- Secondary logo font:
Intro
- Accent font:
Kalam
- Copy font:
Source Serif