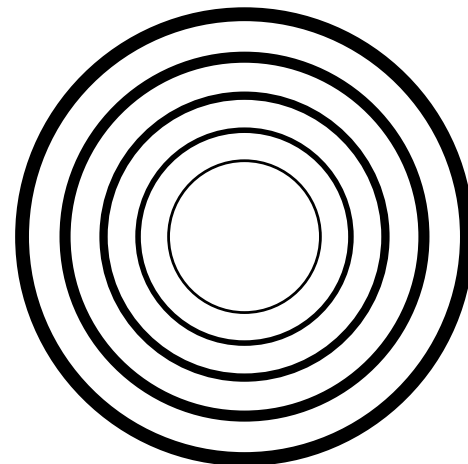
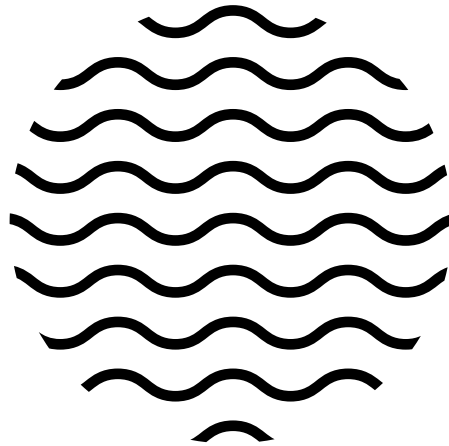
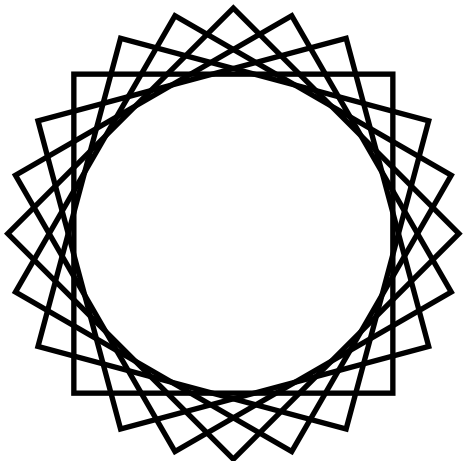


# Collaboratory Downloadable Logo Pack & Fonts

Updated November 2021



These visual identity guidelines have been designed to help you implement our brand logo. They explain the fundamentals of how to correctly implement our logo in print and online.

## Collaboratory Logo on White

When placing our brand logo on white, any one of the options shown to the right may be used.

There is no dominant variation. Choose the option that best compliments the situation and context.

When used on white, our logo is always set in 100% black:

CMYK — 0 0 0 100

HEX — #000000

RGB — 000



## Collaboratory Logo on Color

Our logo can also be placed on a solid field of color.

The primary logo that should be used over color is shown to the right and should always “knock-out” (KO) to 100% white.



## Secondary Collaboratory Logo on Color

Any one of the variations of our logo used on white (show on page 3) may also be placed on a solid field of color.

When placing these logo variations on color, the logo should always “knock-out” (KO) to 100% white.



When employing our logo in print, always use the CMYK file format. Preference should be given to the .ai and .eps file formats. The .jpg format is also permissible.

[Download the CMYK logo pack here.](#)

When employing our logo online or on screen (PowerPoint, video, etc.), always use the RGB file format.

Download the RGB logo pack here.

Our brand font is called “Source Code Pro” and should be used in the “Regular” weight. Discretionary use of bolding and italics is permissible.

[Download our brand font here.](#)



Contact us by telephone at  
239 274 5900 if you have any  
questions regarding the proper  
use of our logo.