

## Logo Usage



Primary logo usage is  
Coppervale Green on White.



If color is not available, use  
Coppervale Black on White.



It is also acceptable to use a  
Coppervale White on Coppervale Green.



If color is not available, use  
Coppervale White on Black.

A clear space, as shown above, should be kept around the entire logo.

The logo should not be printed smaller than 1.5-inches wide for print or web.

Do not separate the Coppervale wave from the logo type.

Do not place an outline or fill around the logo.

Do not add a drop shadow.

Do not use the Coppervale logo in any other application without permission.

For any questions regarding logo usage, please contact [info@coppervale.org](mailto:info@coppervale.org).

## Color Definition

### Green – Primary logo and branding color

Pantone 354 C  
CMYK= 80, 0, 90, 0  
RGB= 0, 178, 90  
HSB= 149, 100, 69  
Hexadecimal= 00B25A

### Blue – Primary font color

CMYK= 86, 67, 3, 0  
RGB= 54, 96, 168  
HSB= 217, 67, 65  
Hexadecimal= 3660A8

### Orange – Accent font and graphic color

CMYK= 0, 50, 100, 0  
RGB= 247, 147, 30  
HSB= 31, 87, 96  
Hexadecimal= F7931E

### Earthy Tan – Primary background color

CMYK= 12, 7, 30, 0  
RGB= 225, 223, 187  
HSB= 57, 17, 88  
Hexadecimal= E1DFBB

### Gray – Secondary font and background color

CMYK= 49, 41, 41, 5  
RGB= 136, 136, 136  
HSB= 0, 0, 53  
Hexadecimal= 888888

## Font Definition

Primary font: Arial or Helvetica

Accent Font: Minion Pro