# USAGE GUIDE

2019

# SOAR Awards Identity

## Primary Marks





*blue background*



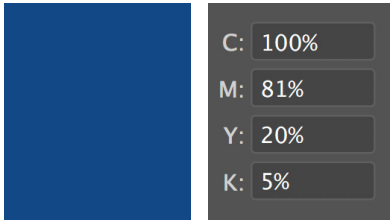## Combination



## Limited to SOAR Award winners

## Reproduction

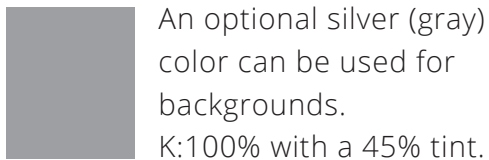**Minimum Size for Mark**
The minimum size the mark can be printed is 0.75" wide.

**Mark Color**
The mark was designed in CMYK
C:100 M:81 Y:20 K:5

| | |
|---|---|
| C: | 100% |
| M: | 81% |
| Y: | 20% |
| K: | 5% |

RGB equivalent: R:22 G:73 B:133
Web-safe hexadecimal: #164885

An optional silver (gray) color can be used for backgrounds.
K:100% with a 45% tint.

**Improper Use**
Do not alter the logo, add a rule line around it or reproduce it in any colors other than blue, white, black or white.
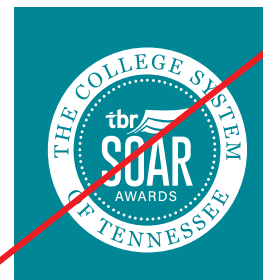
*do not alter shape*

*do not change color*

*Do not alter verbiage within mark.*

*do not change background color if using the white mark*

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THE COLLEGE SYSTEM
*of* TENNESSEE

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