



VISUAL IDENTITY & BRANDING GUIDELINES

LOGO USAGE

The Edge's image relies on reinforcing its mission. The logo is the touchstone of our brand and one of our most valuable assets.

CORRECT USAGE



INCORRECT USAGE



Do not use with distortion, skewed/angled, color deviation or background pattern clash.

x = equal space around logo

x = height of prominent element in logo



Maintain an area of white space around the logo proportional to the x-height shown.

COLOR PALETTE



BLUE
PMS 302 C
C 100, M 36, Y 0, K 64
R 0, G 59, B 92
Hex #003b5c

Examples of color variations:





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FONTS

Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! @#\$%^&*()

Avenir Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! @#\$%^&*()

Arcadia Nova
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! @#\$%^&*()

What does this mean, and how can it be used?

1. CMYK Color (Cyan, Magenta, Yellow, Black)

Files containing this color mode are for commercial printing and support the use of 4-color process separation.

2. PMS Color (Pantone Matching System)

Files containing this color mode are for commercial printing and support the use of spot or 1-, 2-, and 3-color separation.

3. RGB Color (Red, Green, Blue)

Files containing this color mode are for on-screen use only (web, PowerPoint...).

4. .eps (Encapsulated PostScript)

Files containing this extension indicate a vector image, typically line art, suitable for print and scalable without loss of quality.

5. .png (Portable Network Graphics)

Files containing this extension indicate a raster or bitmap image that loses quality when enlarged significantly. These images are small in file size, for web, email or other online uses. These support transparency (no background)

6. .jpg (Joint Photographic Experts Group)

Files containing this extension indicate a raster or bitmap image that loses quality when enlarged significantly. These images are small in file size, for web, email or other online uses.

7. .pdf (Portable Document Format)

Files containing this extension are used to present and exchange documents reliably, independent of software, hardware, or operating system.