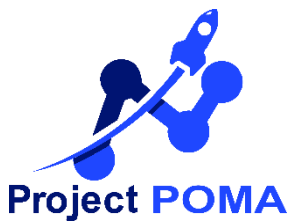




Consistency is key when looking to apply the Project POMA logo. This brief guide will help in the general application of the Project POMA logo.

This is by far a complete identity guide, but will provide the basics to ensure initial consistency of brand application.



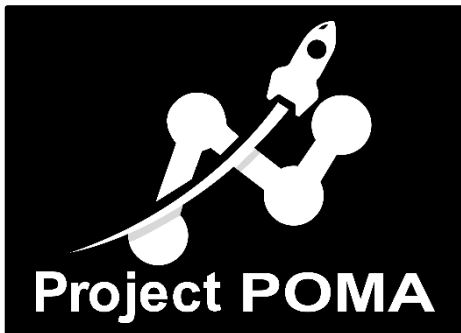
Logo & Identity Guidelines for Project POMA

Acceptable Logo's to use



Main Logo

Logo using Shade 1 and Shade 5
Common use: White Background






Secondary Logo

White Logo with transparent background
Common use: Dark Background



If there is ever any circumstance where your project can not use one of the above logos, you **MUST** get approval prior to using it.

Do Not Abuse The Logo!



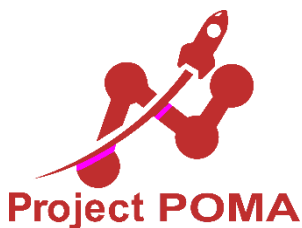
-  Do not change the format of the logo even if you feel it looks good
 -  Do not change the position of the wording
 -  The logo has the wording, “Project POMA” centered under the logo
-





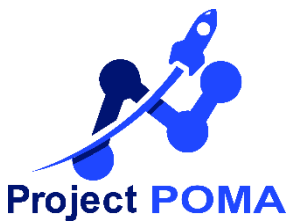
-  Do not recreate the font in another typeface
 -  The font for the wording “Project POMA” is Arial BOLD
-



-  Do not stretch the logo in any way that doesn’t keep the aspect ratio.
-

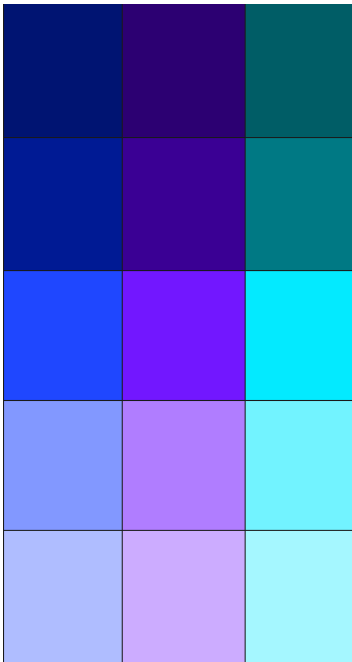


-  Do not use colors, or mix colors, that are not part of the brand color scheme as shown on the previous.
-  The colors used in the main logo are Shade 1 and Shade 5








Logo & Identity Guidelines for Project POMA






When creating something for Project POMA, please stick to the colors provided in this document. If your project requires you to use a different color combination please seek approval prior to publishing.








Primary Colors

-  shade 1 - #1F47FF - rgb(31,71,255)
-  shade 2 - #AFBDFF - rgb(175,189,255)
-  shade 3 - #8298FF - rgb(130,152,255)
-  shade 4 - #001A94 - rgb(0,26,148)
-  shade 5 - #001472 - rgb(0,20,114)

Secondary Colors 1

-  shade 6 - #7217FF - rgb(114,23,255)
-  shade 7 - #CCACFF - rgb(204,172,255)
-  shade 8 - #B07DFF - rgb(176,125,255)
-  shade 9 - #3A0094 - rgb(58,0,148)
-  shade 10 - #2C0072 - rgb(44,0,114)

Secondary Colors 2

-  shade 11 - #03E AFF - rgb(3,234,255)
-  shade 12 - #A5F7FF - rgb(165,247,255)
-  shade 13 - #72F3FF - rgb(114,243,255)
-  shade 14 - #007984 - rgb(0,121,132)
-  shade 15 - #005D66 - rgb(0,93,102)