

# Graphic Standards for Use of ABE Logo and Colors

**Remember to use the ABE logo on any materials you create.**  
And be sure to follow these guidelines when using the logo.

The West Virginia adult basic education (ABE) logo is the strongest visual link to all target audiences. The identity is strengthened when the colors and logo's placement are used consistently. Therefore the complete logo must be used in its entirety and on all print materials and electronic communications.

*NO OTHER SELF-CREATED LOGO MAY BE USED FOR ANY PURPOSE.*

**There are only two approved ABE logos:**

This one is preferred

This one may be used when space is limited



These logos must be used in full-color applications or in black & white.

No attempt should be made to restructure or redraw any portion of these logos. They should always be manipulated as a unit to maintain the balance of all components.

**Color Palette Guidelines**

The colors used in these logos are defined by the print industry standards. There are three systems in which colors are identified: Pantone, CMYK, or RGB. Below are the color formulas for each standard.

***Pantone:***

Blue 2413p  
Green 389p

***CMYK:***

ABE Blue: C=91; M=100; Y=48; K=0  
ABE Green: C=98; M=62; Y=95; K=0

***RGB:***

ABE Blue: R=31; G=0; B=65  
ABE Green: R=5; G=53; B=27

Marketing (cont'd)