

# Logo Usage Guidelines



Text:

**tvScientific**

IBM Plex Sans, Medium, Tracking -50

Logo mark:  
(Rarely used on its own)



Fill



Stroke

Clear space:

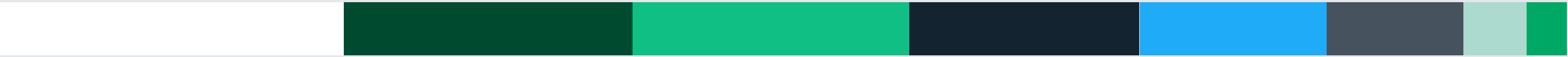


Acceptable color uses:



# Color Palette

Rough color distribution:



<div>Everglade</div>	<div>HEX 1c4633</div> <div>RGB 28 70 51</div> <div>CMYK 83 46 78 50</div>	<div>Navy</div>	<div>HEX 132430</div> <div>RGB 19 36 48</div> <div>CMYK 87 72 55 64</div>	<div>Riverbed</div>	<div>HEX 47505d</div> <div>RGB 71 80 93</div> <div>CMYK 73 61 47 29</div>
<div>Jade</div>	<div>HEX 009061</div> <div>RGB 3 142 98</div> <div>CMYK 85 20 77 5</div>	<div>Denim</div>	<div>HEX 0E5880</div> <div>RGB 0 78 117</div> <div>CMYK 99 70 32 15</div>	<div>Storm</div>	<div>HEX 727383</div> <div>RGB 114 115 131</div> <div>CMYK 59 51 36 8</div>
<div>Mint</div>	<div>HEX 0fbf84</div> <div>RGB 15 191 132</div> <div>CMYK 73 0 67 0</div>	<div>Sky</div>	<div>HEX 1daffd</div> <div>RGB 29 175 253</div> <div>CMYK 65 18 0 0</div>	<div>Manatee</div>	<div>HEX 9798a5</div> <div>RGB 151 152 165</div> <div>CMYK 44 36 27 0</div>
<div>Dew</div>	<div>HEX c0e7d8</div> <div>RGB 192 231 216</div> <div>CMYK 24 0 18 0</div>	<div>Powder</div>	<div>HEX afe7ff</div> <div>RGB 175 231 255</div> <div>CMYK 27 0 0 0</div>	<div>Cloud</div>	<div>HEX e5e7eb</div> <div>RGB 229 231 235</div> <div>CMYK 9 6 4 0</div>