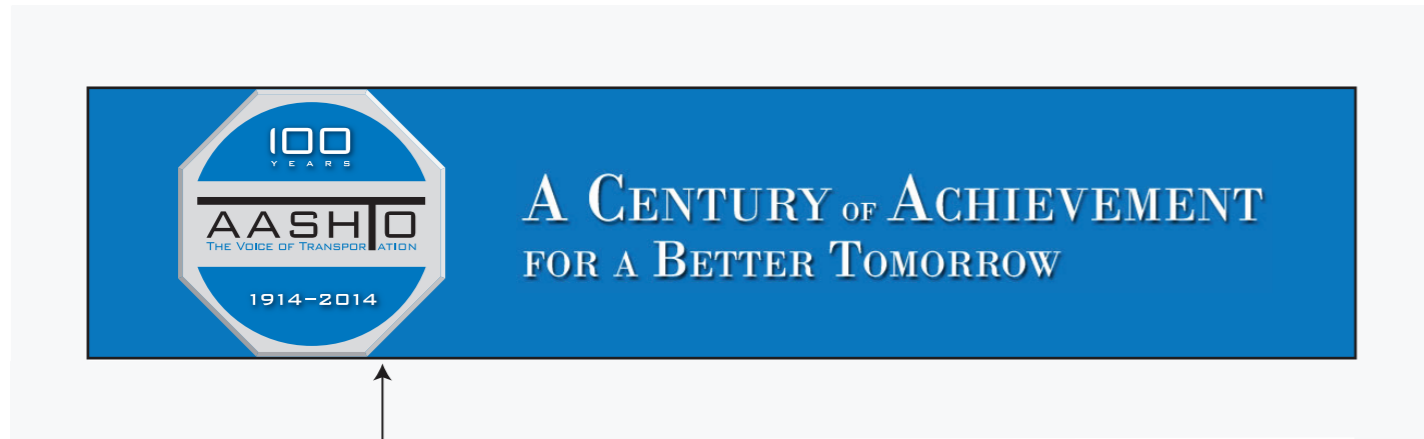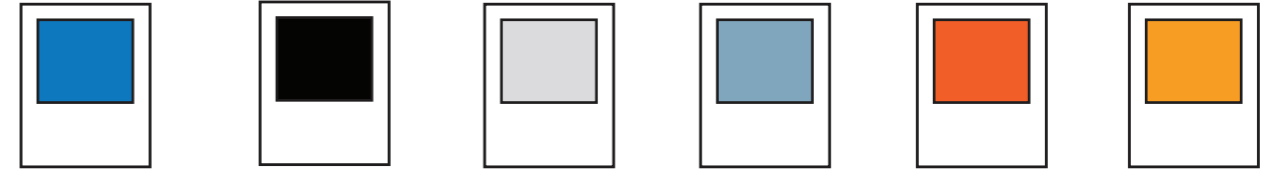# Logo Specifications for AASHTO Centennial Logo

BRAND LOGO — AASHTO Centennial

The inner blue area indicates Clear Space.
This area must be kept free of other elements.

Grey padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos Clear Space; think personal bubble.

BRAND MARK CREATION

The objective was to fashion a brand mark that visually encapsulated, both physically and literally, the previous AASHTO logos over the past 100 years.

PRIMARY COLOR PALETTE — CMYK, RGB AND HTML

C 89 M 48 Y 0 K 0	C 75 M 68 Y 67 K 90	C 48 M 29 Y 26 K 76	C 50 M 25 Y 15 K 0	C 0 M 78 Y 96 K 0	C 48 M 29 Y 26 K 76
R 0 G 12 B 193	R 0 G 0 B 0	R 84 G 88 B 90	R 131 G 167 B 192	R 241 G 59 B 39	R 249 G 157 B 30
HTML #0078c1	HTML #000000	HTML #54585A	HTML #83A7C0	HTML #F15F27	HTML #F99D22

When designing for the web then the above RGB or HTML values can be used.

This ensures that wherever the the logo applied the brand colors will keep a level of continuity.

TYPEFACE SELECTIONS

Primary Typeface — Bodoni MT

1234567890 !@£$%^&*()-=+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ