







# OBA Logo Standards & File Guide

In general, use logos over white or light backgrounds and avoid logo use over photos or patterned backgrounds. Do not distort logos or substitute colors. The **Color Logo** is the preferred version for on-screen and 4-color printing. Use white logo over dark backgrounds. The AI and PDF logo files contain vector-based art and are fully scalable.

|                 |   |   |   |  |   |   |
|-----------------|---|---|---|--|---|---|
| Color<br>Palate |  | <b>Orange</b><br>C: 0, M: 60, Y: 100, K: 0<br>R: 245, G: 130, B: 32 |  | <b>Lemon</b><br>C: 0, M: 20, Y: 100, K: 0<br>R: 255, G: 203, B: 5  |  | <b>Lime</b><br>C: 50, M: 0, Y: 100, K: 0<br>R: 141, G: 198, B: 63 |
|                 |  | <b>Haze</b><br>C: 2, M: 0, Y: 6, K: 5<br>R: 235, G: 238, B: 228     |  | <b>Smoke</b><br>C: 3, M: 0, Y: 10, K: 40<br>R: 162, G: 166, B: 157 |  | <b>Coal</b><br>C: 0, M: 0, Y: 0, K: 100<br>R: 0, G: 0, B: 0       |

**Fonts** **Orange Blossom** lettering is built with the *Qwigley* font, **Aesthetics** uses **Gotham Bold**. It's recommended to use the Gotham font family for text and headlines, and Qwigley for highlights.



**Color Logo** File Name: OBA-C  
Extensions: AI, PDF, PNG



**Black Logo** File Name: OBA-B  
Extensions: AI, PDF, PNG



**White Logo** File Name: OBA-W  
Extensions: AI, PDF, PNG