

The Mountaineers style guide

UPDATED: March, 2017

LOGOS

Main logo:



vertical stacked:



**THE
MOUNTAINEERS**

horizontal:



**THE
MOUNTAINEERS**

FONTS

Interstate (print)

Light

Light Italic

Regular

Regular Italic

Bold

Black

Tahoma (websafe)

Regular

Bold

COLORS

Primary:



ISSUE: JAN/FEB
RGB: 22, 171, 211
CMYK: 73, 12, 9, 0
HEX: #16ABD3



ISSUE: MAY/JUN
RGB: 188, 221, 52
CMYK: 31, 0, 96, 0
HEX: #BCDD34

Secondary:



ISSUE: SEP/OCT
RGB: 242, 180, 33
CMYK: 5, 31, 100, 0
HEX: #F2B421

Selective:



RGB: 255, 221, 0
CMYK: 0, 10, 100, 0
HEX: #FFDD00



RGB: 238, 61, 138
CMYK: 0, 90, 10, 0
HEX: #EE3D8A



ISSUE: MAR/APR
RGB: 0, 97, 136
CMYK: 90, 50, 20, 20
HEX: #016A94



ISSUE: JUL/AUG
RGB: 135, 168, 19
CMYK: 53, 17, 100, 2
HEX: #87A813



ISSUE: NOV/DEC
RGB: 215, 110, 30
CMYK: 12, 68, 100, 2
HEX: #D76E1E



RGB: 94, 72, 111
CMYK: 60, 70, 20, 30
HEX: #5E486F