The Mountaineers style guide
UPDATED: March, 2017

LOGOS

Main logo:

vertical stacked:

horizontal:

COLORS

Primary:

Secondary:

Selective:

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

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

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

Secondary:

Main logo:

vertical stacked:

horizontal:

Selective:

Sounds:

ISSUE: MAY/JUN
RGB: 255, 221, 0
CMYK: 0, 10, 100, 0
HEX: #FFDD00

Light

Light Italic

Regular

Regular Italic

Bold

Black

Tahoma (websafe)

Regular

Bold

FONTS