Style Guide
Brand Language:
> Working together to advance our region

Business:
> Helpful
> Professional
> Necessary

Federal/State:
> Helpful
> Community
> Resourceful

Local Government:
> Helpful
> Knowledgeable

Non-profits:
> Community
> Resource
> Collaborative

Other:
> Assistance
> Resource
> Knowledgeable

Primary Color Scheme:

**Black**
- CMYK: 0 0 0 100
- RGB: 0 0 0
- HEX: #000000

**Green: Pantone 349 C**
- CMYK: 100 0 91 42
- RGB: 0 105 56
- HEX: #006938

**Neutral: Pantone Cool Gray 5 C**
- CMYK: 0 0 0 29
- RGB: 178 178 178
- HEX: #b2b2b2

**Neutral: Pantone Cool Gray 9 C**
- CMYK: 0 1 0 51
- RGB: 120 120 123
- HEX: #78787b

**Blue: Pantone 654 C**
- CMYK: 100 67 0 37
- RGB: 0 58 112
- HEX: #003a70

**Neutral: Pantone Cool Gray 5 C**
- CMYK: 0 0 0 29
- RGB: 178 178 178
- HEX: #b2b2b2

**Neutral: Pantone Cool Gray 9 C**
- CMYK: 0 1 0 51
- RGB: 120 120 123
- HEX: #78787b

Secondary or “Accent” Colors:
Logo Usage

The LSCOG logo should never be stretched or squeezed and should always be scaled proportionately. The title Lower Savannah, the initials COG and Council of Governments should never be separated or used as separate elements.

<table>
<thead>
<tr>
<th>Format</th>
<th>Description/Where to use:</th>
</tr>
</thead>
<tbody>
<tr>
<td>.eps</td>
<td>“Spot” or Pantone color vector art. The format requested most by printers/vendors.</td>
</tr>
<tr>
<td>.jpg</td>
<td>Internal documents, websites, social media, emails. RGB stands for red, green and blue color formula used in digital media.</td>
</tr>
<tr>
<td>.png</td>
<td>PNG files have no background and are used when you do not want a white box background.</td>
</tr>
<tr>
<td>.tif</td>
<td>CMYK or full color file used for full color printing (ie; glossy magazines).</td>
</tr>
</tbody>
</table>

Provided files:

- LSCOGlogoSpot.eps
- LSCOGlogoCMYK.tif
- LSCOGlogoRGB.png
- LSCOGlogoRGB.jpg

The black and white version of the LSCOG logo will be primarily used for newspaper advertising or when printing black and white only.

- LSCOGlogoBW.eps
- LSCOGlogoBW.jpg

A white LSCOG logo has been provided to be used on a black or green background.

- BMlogoYellowSpot.eps
- BMlogoYellowRGB.png