

# AUDIENCE BUILDING ROUNDTABLE LOGO GUIDELINES

The multiple colors represent the diversity of the members of the Audience Building Roundtable. The paths of the circles vary as the journey of each group will vary, yet the main goal centers around building an audience.

## TAGLINE

“Putting the audience in the center of it all.”  
FONT: Century Gothic Bold  
Minimum 7pt

## INITIATIVE CREDIT

The line “An Initiative of The Arthur M. Blank Family Foundation” is to appear legible under the logo mark.  
FONT: Century Gothic Regular  
Minimum 5pt






## ALTERNATE USAGE

The alternate versions of the Audience Building Roundtable Logo should only be used when the standard version will not fit in a space.



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## COLOR

	RGB - 50, 154, 71 CMYK - 80, 15, 100, 2 PANTONE 362 C		RGB - 127, 63, 152 CMYK - 59, 90, 0, 0 PANTONE 2593 C
	RGB - 32, 64, 154 CMYK - 99, 87, 3, 0 PANTONE 661 C		RGB - 109, 110, 113 CMYK - 0, 0, 0, 70 PANTONE 424 C
	RGB - 112, 202, 200 CMYK - 53, 0, 25, 0 PANTONE 325 C		

## ALTERNATE USE

### STACKED



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### NO TAGLINE



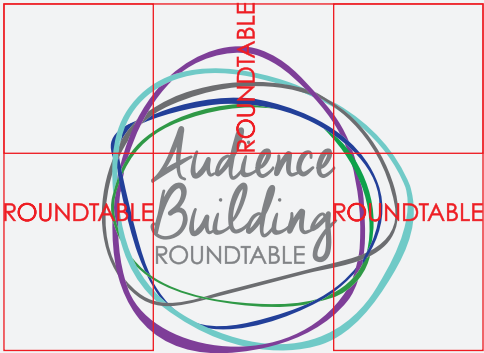
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## MINIMUM SIZE



**Putting the audience in the center of it all.**  
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## MINIMUM CLEAR SPACE



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### HORIZONTAL



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