



EXPLORE SCIENCE
Let's Do Chemistry

LOGOS AND SPECS

MAY 2018

ENGLISH LOGO

COLOR

VERTICAL



1A: ExSci_Chem_logo_V_color

HORIZONTAL



1B: ExSci_Chem_logo_H_color

MINIMUM SIZE



ENGLISH LOGO

1-COLOR

VERTICAL



2A: ExSci_Chem_logo_V_black

HORIZONTAL



2B: ExSci_Chem_logo_H_black

1-COLOR REVERSED

VERTICAL



2C: ExSci_Chem_logo_V_white

HORIZONTAL



2D: ExSci_Chem_logo_H_white

BILINGUAL LOGO

COLOR

VERTICAL



3A: ExSci_Chem_logoB_V_color

HORIZONTAL



3B: ExSci_Chem_logoB_H_color

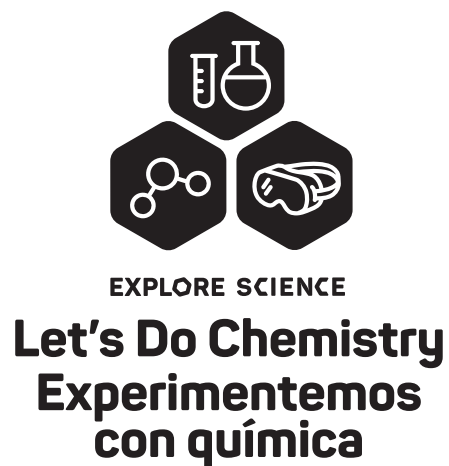
MINIMUM SIZE



BILINGUAL LOGO

1-COLOR

VERTICAL



4A: ExSci_Chem_logoB_V_black

HORIZONTAL



4B: ExSci_Chem_logoB_H_black

1-COLOR REVERSED

VERTICAL



4C: ExSci_Chem_logoB_V_white

HORIZONTAL



4D: ExSci_Chem_logoB_H_white

EXPLORE SCIENCE MARK

HORIZONTAL

COLOR



5A: ExSci_Chem_logo_mark_H_color

1-COLOR



5C: ExSci_Chem_logo_mark_H_black

1-COLOR REVERSED



5E: ExSci_Chem_logo_mark_H_white

VERTICAL



5B: ExSci_Chem_logo_mark_V_color



5D: ExSci_Chem_logo_mark_V_black



5F: ExSci_Chem_logo_mark_V_white

COLOR SPECS



REACTIVE YELLOW

C-6 M-30 Y-100 K-0
R-238 G-180 B-30
PMS 7409
HTML #eeb41e



RAD RED

C-0 M-75 Y-78 K-0
R-242 G-102 B-68
PMS 7625
HTML #f26644



PROTECTIVE PURPLE

C-69 M-69 Y-0 K-0
R-102 G-97 B-171
PMS 2665
HTML #6661ab



EXPLORE SCIENCE

Let's Do Chemistry

TYPE



PANTON EXTRA BOLD
W/ CUSTOM LETTERFORMS

EXPLORE SCIENCE
Let's Do Chemistry

PANTON EXTRA BOLD

TYPEFACE INFO

PANTON

Panton is geometric, highly legible, and friendly.
The Panton font family is versatile and includes 10 weights.
Available at: myfonts.com



EXPLORE SCIENCE

Let's Do Chemistry



EXPLORE SCIENCE

Let's Do Chemistry



EXPLORE SCIENCE

Let's Do Chemistry



EXPLORE SCIENCE

Let's Do Chemistry
Experimentemos
con química



EXPLORE SCIENCE

Let's Do Chemistry
Experimentemos
con química



EXPLORE SCIENCE

Let's Do Chemistry
Experimentemos
con química



EXPLORE SCIENCE

Let's Do Chemistry



EXPLORE SCIENCE

Let's Do Chemistry



EXPLORE SCIENCE

Let's Do Chemistry



EXPLORE SCIENCE

Let's Do Chemistry
Experimentemos
con química



EXPLORE SCIENCE

Let's Do Chemistry
Experimentemos
con química



EXPLORE SCIENCE

Let's Do Chemistry
Experimentemos
con química



EXPLORE SCIENCE



EXPLORE SCIENCE



**EXPLORE
SCIENCE**



**EXPLORE
SCIENCE**



**EXPLORE
SCIENCE**



**EXPLORE
SCIENCE**