

Guild Brand Guidelines

2018



Logo

Primary Logo

Best used in prominent spaces when representing Guild like the title slide of a presentation.



Secondary Logo

Best used in smaller, secondary spaces like in the footer of a slide deck or in an email signature.

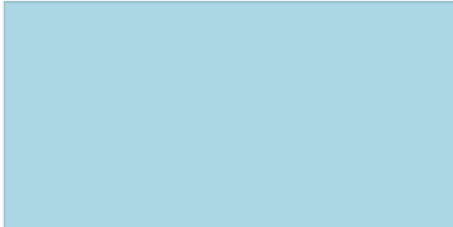


Color

Primary



Dark Cerulean
#0B5271



French Pass
#AAD5E3



Shark
#252626

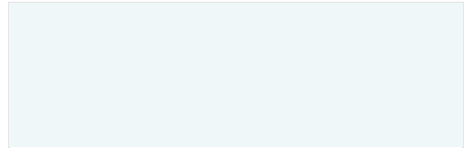
Secondary



Niagra
#01A8A5

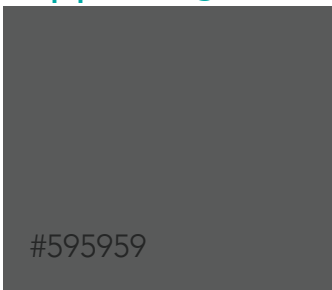


Radical Red
#FF314F

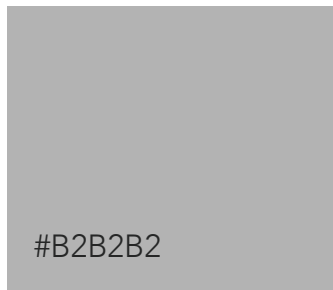


Catskill White
#EFF6F8

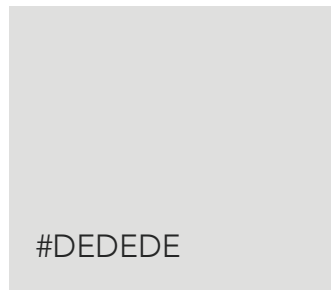
Supporting



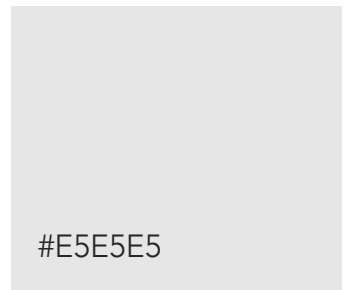
#595959



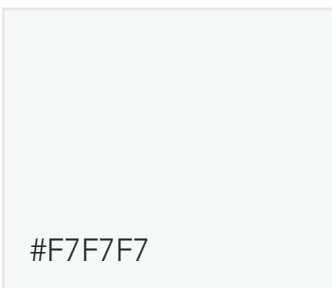
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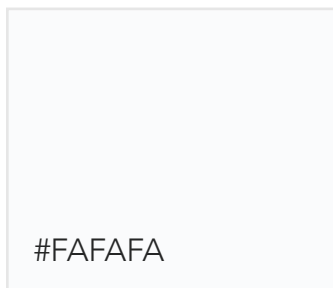
#DEDEDE



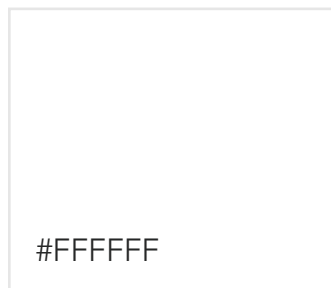
#E5E5E5



#F7F7F7



#FAFAFA



#FFFFFF



If you have any brand questions, please
reach out to press@guildeducation.com

