LOGOS STANDARDS

Alterations of any kind including arrangement, proportions, and official Life Explored colors are prohibited. Construction of the logo from scratch should never be attempted and only approved original digital files or hard copies should be used.

Failure to follow these guidelines can result in confusion in the marketplace. This confusion will most likely transfer to Life Explored’s image creating a perception of indecisiveness and low quality.

**Life Explored Official Colors**

<table>
<thead>
<tr>
<th>YC GREEN</th>
<th>YC YELLOW</th>
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<tbody>
<tr>
<td></td>
<td><img src="image1.png" alt="Green Circle" /></td>
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</tbody>
</table>

**Official Life Explored Logos & Correct Color Usage**

- **PMS 342 CVC**

- **life explored**

  - **Do not Alter**
  - Do not change the arrangement of the logo.

- **PMS 131 C**

- **life explored**

  - **No Distortion**
  - Do not distort. Always use corner to scale logo.

**CMYK VALUES**

- 100 0
- 0 32
- 69 100
- 43 9

**RGB VALUES**

- 0 231
- 111 166
- 83 20

**WEB-SAFE RGB**

- #006F53
- #E7A614

**20% Rule**

The Background color should be no darker than the equivalent of 20% Black.

**Busy Background**

The logo should not be placed on a busy background.

**No Clip Art**

Do not add elements by way of clip art or drawing.

**No Cropping**

Do not crop. All logos must be used in their entirety.

**20% Rule**

The Background color should be no darker than the equivalent of 20% Black.