

KAMPOUT! LOGO USE GUIDELINES



Primary logo - in color



Primary logo - in grayscale

Logo Usage

We've provided the KampOut! logo for your organization to use on any additional materials you'd like to create to promote KampOut! at your location.

We kindly ask that you not recreate the logo or distribute to anyone outside of your organization, and to use the high resolution logo files provided to ensure that the logo is reproduced as high quality as possible on your materials.

Color Scheme

KampOut! is a bright, fun, and exciting experience for kids — and color plays an important role in creating a fun and engaging environment.

The KampOut! color palette is provided below for your use in promoting KampOut! in your web and print materials.



Hex: #75BCE3
CMYK: 51/11/2/0



Hex: #003D7E
CMYK: 100/86/23/8



Hex: #FC941F
CMYK: 0/50/96/0



Hex: #B7271B
CMYK: 20/97/100/11



Hex: #FAC522
CMYK: 2/22/95/0



Hex: #0072B6
CMYK: 88/52/2/0



Hex: #41944F
CMYK: 77/19/91/4



Hex: #0235A3
CMYK: 100/90/0/0

Typography

We recommend using Ubuntu, a free Google font, for KampOut! materials to keep a fun, consistent look to your promotional materials.

Ubuntu

<https://fonts.google.com/specimen/Ubuntu>

Additional Value Statements

Best Week Ever. • Summer Never Ends! • Never Stop Exploring.