BADGER CHALLENGE

LOGO GUIDELINES

2022

PRIMARY LOGO // STACKED

The Badger Challenge logo is available in CMYK, one- and two-color Pantone black and red, and reverse versions to accommodate a wide variety of logo applications. Be sure to select the logo file that allows for clear readability.

SECONDARY LOGO // BADGE

SECONDARY LOGO // MARK ONLY

SECONDARY LOGO // HORIZONTAL

SECONDARY LOGO // TYPE ONLY

BADGER
CHALLENGE

BADGER
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BADGER
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COLOR PALETTE

The Badger Challenge uses two consistent brand colors. These colors unify communications across a wide variety of mediums. Please use the color breakdowns below to ensure accurate color representation.

Complementary colors have also been identified and can be added to this scheme as shown below.

CMYK & RGB COLOR

See below for specific color breakdowns for process (CMYK) printing and web/digital (RGB) use.

C: 14	R: 198	HTML
M: 100	G: 31	#C61F26
Y: 100	B: 38	
K: 7		

C: 0	R: 35	HTML
M: 0	G: 31	#231F20
Y: 0	B: 32	
K:100		

COMPLEMENTARY COLORS

To create a broader, more comprehensive color palette, the following colors can be used in addition to the primary colors.

CMYK: 65/50/43/20
RGB: 91/103/112
HTML: #5B6770

CMYK: 55/39/36/5
RGB: 123/137/144
HTML: #7B8990

CMYK: 40/27/28/0
RGB: 158/169/172
HTML: #9EA9AC

CMYK: 19/11/12/0
RGB: 205/212/214
HTML: #CDD4D6

IMPROPER USAGE

Below are a few examples of what not to do with the Badger Challenge logo. While it may be tempting to alter the logo, please don't deviate from the acceptable logo usage.

DO NOT rotate the elements

DO NOT invert the colors of the logo

DO NOT move the elements of the horizontal logo

DO NOT alter the proportions of the individual elements on the stacked version

DO NOT alter the logo colors

DO NOT add a drop shadow to the logo