



# STAMFORD DATA SCIENCE INITIATIVE

STYLEGUIDE

Main Two-Color Logo  
For use on WHITE



Vertical Logo



Horizontal Logo



Icon Only

**BEBAS NEUE**

REGULAR

Typeface

**HEX:** #000000  
**RGB:** 0, 0, 0  
**CMYK** 0, 0, 0, 100  
**PANTONE** Process Black C

**HEX:** #FFDE17  
**RGB:** 255, 222, 23  
**CMYK** 0, 10, 95, 0  
**PANTONE** 108 XGC

# Full Color Palette



color.adobe.com

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**HEX:** #000000  
**RGB:** 0, 0, 0  
**CMYK:** 0, 0, 0, 100  
**PANTONE:** Process Black C

**HEX:** #FFDE17  
**RGB:** 255, 222, 23  
**CMYK:** 0, 10, 95, 0  
**PANTONE:** 108 XGC

Black & White Logo  
For use on YELLOW



Vertical Logo



Horizontal Logo



Icon Only

**BEBAS NEUE**

REGULAR

Typeface

**HEX:** #000000  
**RGB:** 0, 0, 0  
**CMYK** 0, 0, 0, 100  
**PANTONE** Process Black C

Colors

White & Yellow Logo  
For use on BLACK



Vertical Logo



Horizontal Logo



Icon Only

**BEBAS NEUE**

REGULAR

Typeface

**HEX:** #FFFFFF  
**RGB:** 255, 255, 255  
**CMYK** 0, 0, 0, 0  
**PANTONE** 663 XGC

**HEX:** #FFDE17  
**RGB:** 255, 222, 23  
**CMYK** 0, 10, 95, 0  
**PANTONE** 108 XGC

Colors

Black Logo  
For use on YELLOW or WHITE



Vertical Logo



Horizontal Logo



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**HEX:** #000000  
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**PANTONE** Process Black C

Colors

# White Logo

For use on YELLOW or BLACK



Vertical Logo



Horizontal Logo



Icon Only

## BEBAS NEUE

REGULAR

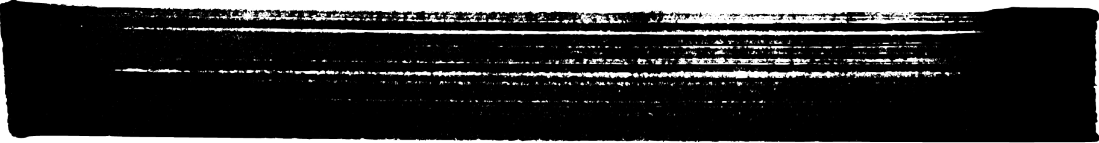
Typeface

**HEX:** #FFFFFF  
**RGB:** 255, 255, 255  
**CMYK:** 0, 0, 0, 0  
**PANTONE:** 663 XGC

Colors

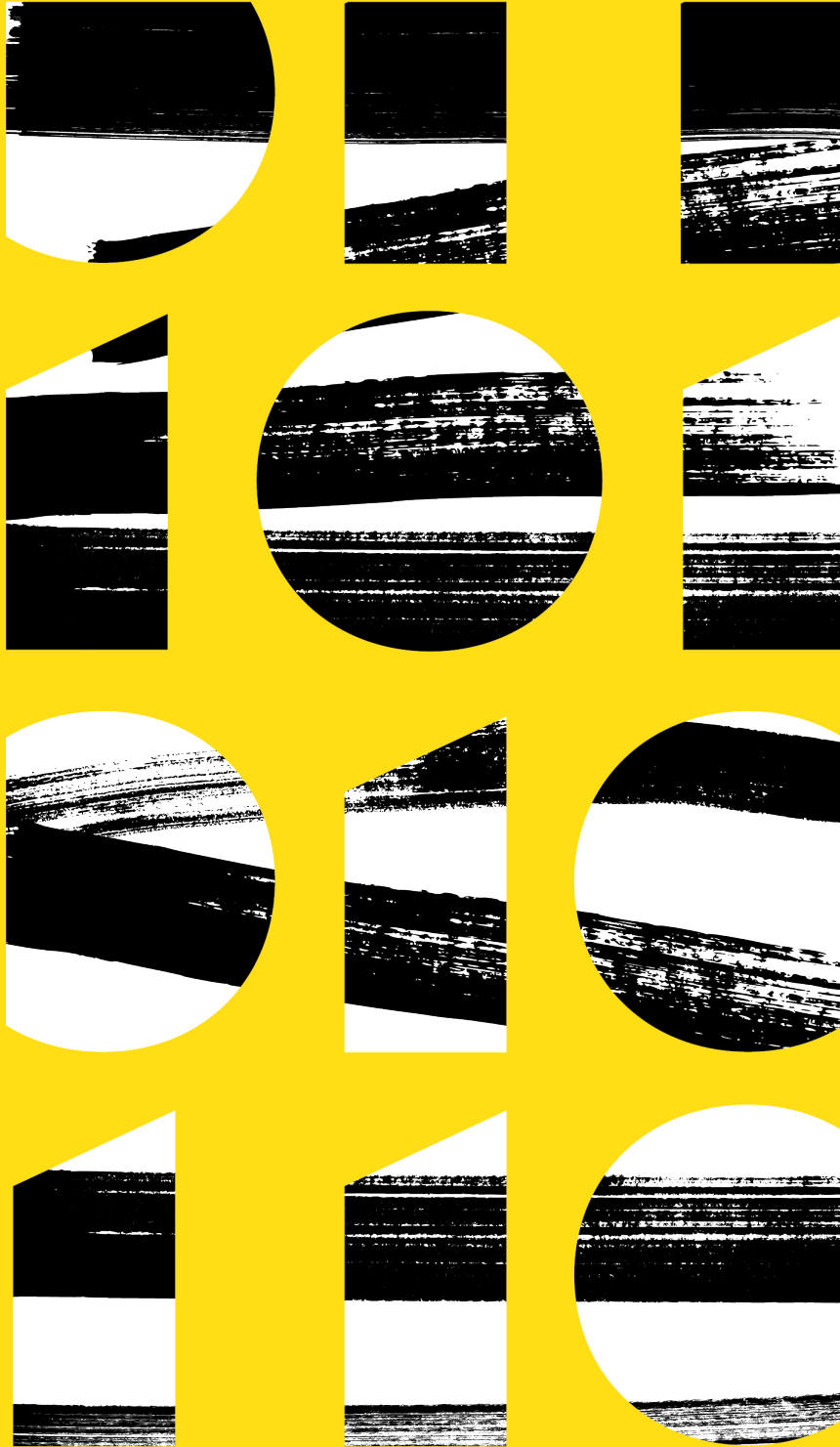
# Marks & Accesories

For texture and emphasis, to me use in background/negative space or as highlight





Black Logo  
For use on YELLOW or WHITE



**STAMFORD DATA SCIENCE INITIATIVE**



ICON CAN BE USED AS A MATTE OR MOTIF (see above)











# STANFORD DATA SCIENCE INITIATIVE

LREM IPSUM DALUR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO  
EUSMODO TEMPOR INCIDIDUNT UT LABORE ET DOLOR MAGNA ALIQUA,  
QUI SPUM SUSPENSISSE ULTRICES GRAVIA, PUS COMMODU VERA  
MAERENAS ACCUMEN LAZUS VEL FACILIS.

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AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMODO TEMPOR  
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CONSECTETUR ADIPISCING ELIT, SED DO EUSMODO TEMPOR INCIDIDUNT UT  
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GRAVIA, PUS COMMODU VERA MAERENAS ACCUMEN LAZUS VEL  
FACILIS.

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DATA  
SCIENCE  
INITIATIVE**

