



**AUDAXITY®**  
BRAND STANDARDS



# LOGOMARK

Primary Logo



Icon



Wordmark





# ALTERNATIVE LAYOUT



# SPACING





# COLOR PALETTE

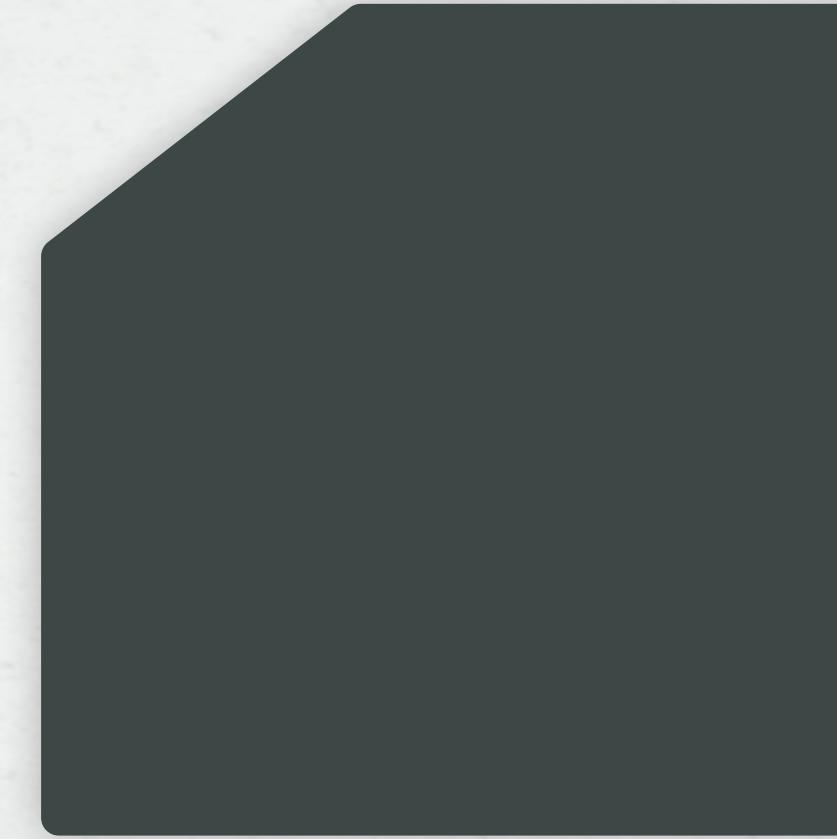


**Blazing Orange**

HEX: #f37321

C: 0 M: 68 Y: 100 K: 0

R: 243 G: 115 B: 33

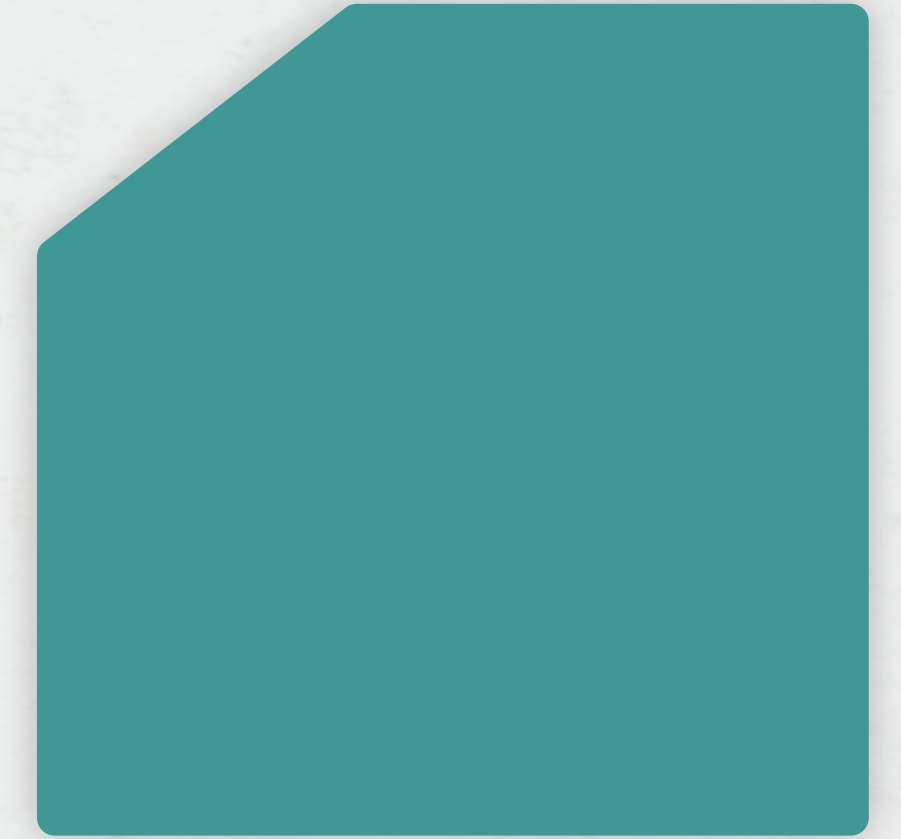


**Slate**

HEX: #3f4846

C: 71 M: 57 Y: 60 K: 42

R: 63 G: 72 B: 70



**Deep Teal**

HEX: #419695

C: 74 M: 24 Y: 42 K: 2

R: 65 G: 150 B: 149



**MCW Green**

HEX: #006f66

C: 100 M: 0 Y: 51 K: 43

R: 0 G: 89 B: 79



**Light Teal**

HEX: #d3dcd9

C: 16 M: 8 Y: 11 K: 0

R: 211 G: 220 B: 219



**Deep Teal – WEB ONLY**

HEX: #00757c

C: 88 M: 38 Y: 47 K: 12

R: 4 G: 117 B: 123



# COLOR VARIATIONS

Primary



Acceptable Alternatives







MEDICAL  
COLLEGE<sup>®</sup>  
OF WISCONSIN

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CANCER CENTER