Our logo may not be used without written approval of Draper.
This document provides guidelines for the consistent implementation of the Draper identity in accordance with Draper’s visual system.

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Draper is an independent, nonprofit engineering innovation company. We design, develop and deploy advanced solutions that solve global challenges and make innovation possible within a broad range of industries.

We enable progress.
We provide innovative solutions to a variety of industries and applications, including national defense and security, transportation, and biomedical.

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WHO WE ARE

PRIMARY DRAPER LOGO

The Draper logo is the touchstone of the brand and one of its most valuable assets — it acts as a universal signature across all Draper communications.

The identity is a unique piece of artwork that must be reproduced and applied with consistency and care in every application. It must never be altered in any way, under any circumstance.

The Draper ‘Caret’ (the ‘A’) can be reproduced in orange only in contexts that are black-and-white and high-contrast. When used on the Draper orange, a white caret must be substituted.

REGISTERED TRADEMARK

The registered trademark must accompany the Draper logo.

Only approved digital art files should be used.

For additional file formats or custom-sized artwork, contact Draper Communications at: communicationsdept@draper.com

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WHO WE ARE

PRIMARY DRAPER LOGO

APPROVED VERSIONS

LOGO MISUSES

PRIMARY COLORS

-approved versions

COLOR LOGO
Use this format for all color applications. This is the default Draper Logo. The shape and colors may not be modified.

WHITE LOGO WITH COLOR
If the background color is black, use this white version of the logo.

WHITE LOGO
If the background color is black, use this white version of the logo.

LOGO MINIMUM SIZING & RULES
This logo follows the following limits:

I. In print the minimum size is 0.15” tall.
II. For digital uses the minimum size is 14 pixels tall.
III. There is no maximum size.

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LOGO MISUSES
Use of the approved versions of the Draper logo is required; modifying the logo in any way is not permitted. Consistent use of the Draper logo in accordance with the standards in the company's brand style guides not only helps to maintain brand recognition and awareness—it enables Draper to protect its trademark on the logo.

DO NOT ADD ANY CUSTOM EFFECTS OR ROTATE THE LOGO IN ANY WAY

DO NOT CHANGE THE COLOR OF THE DRAPER CARET TO ANY OTHER BRAND COLOR

DO NOT SKEW THE PERSPECTIVE OF THE LOGO

DO NOT CHANGE THE COLORS OF THE LOGO

DO NOT INTERFERE WITH CLEAR SPACE

DO NOT ADD A STROKE OR OUTLINE THE LOGO

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**PRIMARY COLORS**
Draper’s primary color is a confident orange, Pantone 172. It should be used in all communication efforts if possible. When printing in color is not an option, 100% black is an acceptable substitute.

**COLOR CODING INFORMATION**

**RGB** (Red Green Blue) values are intended for use across all on-screen media (i.e. websites, emails, PowerPoint presentations).

**CMYK** (Cyan Magenta Yellow Black) is the formula for four-color process offset and digital printing applications.

**PMS** (Pantone Matching System) is the industry standard for color specification on printed materials.

**HEX#** (Hexadecimal Format) is a six-digit number used in HTML, CSS, SVG, and other computing applications to represent colors.

- **Draper Orange**
  - Pantone 172 C / U
  - C0 M87 Y100 K0
  - R255 G70 B18
  - HEX: FF4611

- **Draper Black**
  - Pantone Black 6 C / U
  - C0 M0 Y0 K100
  - R17 G24 B32
  - HEX: 10181F

- **Draper White**
  - C0 M0 Y0 K0
  - R255 G255 B255
  - HEX: FFFFFF