

PSO evaluation INITIATIVE



Colors:



**Focus
Green**

R4 G78 B96

C95 M59 Y46 K28



**Survey
Blue**

R0 G163 B173

C78 M15 Y33 K0

Fonts:

Brandon Grotesque Medium
Brandon Grotesque Bold

Supportive graphics: magnifying glass

The magnifying glass was chosen as a key element in the visual identity of the PSO Evaluation Initiative because it is a symbol of searching, understanding, and paying close attention to the details to fully comprehend what's happening.

