

Carahsoft Brand Resources

Logos, brand information & quick-use guidance

Download Logos

Download the Carahsoft logo files for print, web and digital use below.

Please use the provided artwork without recreating, modifying or recoloring the logo.



Blue

Our primary logo. Use it in all full-color documents and promotions unless Carahsoft approves otherwise.

PRINT

[↓ EPS](#)[↓ JPG](#)[↓ PNG](#)

WEB

[↓ SVG](#)[↓ JPG](#)[↓ PNG](#)

Black

For black-and-white documents, and on white or light backgrounds when a single-color logo suits better.

PRINT & WEB

[↓ EPS](#)[↓ JPG](#)[↓ PNG](#)

White

For Carahsoft Blue, black or other dark backgrounds where the blue or black logo would lose contrast.

PRINT & WEB

[↓ EPS](#)[↓ SVG](#)[↓ PNG](#)

Logo Spacing

Keep the area immediately around the logo clear of text, imagery and page edges.



Quick Check

- ✓ Use the height of the "c" in the logo as your guide.
- ✓ Measure from the edge of the artwork, including the ® mark.
- ✓ Apply to every version and to partner co-branding.

Using the Carahsoft Logo with Your Brand

When Carahsoft and another organization appear together, use one of the approved configurations below.



Horizontal **PREFERRED**

Preferred for most layouts.



Vertical

Use when space is narrow or vertical.

Quick Check

- ✓ Keep both logos visually balanced.
- ✓ Maintain clear space around each logo.
- ✓ Use the divider where shown.
- ✓ Keep logo spacing consistent.

Using the Carahsoft Logo Correctly

Use the approved logo artwork as provided to avoid these mistakes.



carahsoft.

Don't stretch or distort the logo.



carahsoft

Don't retype the name.
Use the provided artwork files.



carahsoft.

Don't skew or rotate the logo.



carahsoft. workshop

Don't use the logo as part of a
word or phrase.



carahsoft.

Don't change the logo to an
unapproved color.



carahsoft.

Don't add shadows, glows or
other effects.



carahsoft.

Don't place the logo on
low-contrast backgrounds.



carahsoft.

Don't place the logo on busy
images or patterns.

Carahsoft Brand Color

Use the specification that matches your medium to reproduce the Carahsoft Blue consistently in print and on screen.

PRIMARY

Carahsoft Blue

Pantone 286 U • Hex #3155A4

PANTONE	286 U	Spot-color printing
CMYK	91 • 75 • 1 • 0	Four-color (process) printing
RGB	49 • 85 • 164	Screens, presentations, video
HEX	#3155A4	Websites and digital

Carahsoft Brand Language

Use these approved descriptions in press releases, event listings, web pages and co-branded materials. Copy them exactly as written.

SHORT DESCRIPTION • 30 WORDS

Carahsoft is The Trusted IT Solutions Provider®, supporting Federal, State, Local Government, Education, Healthcare, and Private Sector industries with IT products, services, and training delivered through our partners and contracts.

STANDARD DESCRIPTION • 75 WORDS

Carahsoft, The Trusted IT Solutions Provider®, supports Federal, State, Local Government, Education, Healthcare, and Private Sector industries. As the Master Aggregator™ for our vendor, reseller and integrator partners, we deliver solutions for Cybersecurity, FinOps, MultiCloud, DevSecOps, Artificial Intelligence, Human Capital, Legal, Geospatial, Customer Experience & Engagement, and more. Carahsoft is consistently recognized by partners as a top revenue producer. Founded in 2004, Carahsoft has grown to 4,000 team members and is headquartered in Reston, VA.

Quick Check

- ✓ Write **Carahsoft** with a capital C in text.
The lowercase form appears only in the logo.
- ✓ Use **Carahsoft Technology Corp.**
when the full legal name is required.
- ✓ Include the ® and ™ with our phrases:
The Trusted IT Solutions Provider®
and **Master Aggregator™**
- ✓ Don't abbreviate, hyphenate or restyle the
company name, for example "CarahSoft".

The Carahsoft Brand

Using these approved resources helps ensure the Carahsoft brand is represented consistently wherever it appears.

Need assistance or have a question? Contact the Design Team at graphicdesign@carahsoft.com. We're here to help.

