

Branding Guidelines

Logo Usage



Full Color: The full color logo should be used as often as possible on any branded materials. Recommend using the logo over light backgrounds, nothing darker than Dark Blue.



Grayscale: The logo should only be used in grayscale in printed materials that do not allow for color. If using in grayscale, the contrast should be increased 20-40%.



Size and Clearance: The logo should never be displayed smaller than 1". Logo overlap with color bars and images is permissible, but text should be at least the distance of the tan band or greater from the logo.

Color Pallet



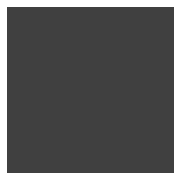
Dark Blue

CMYK: 68,44,0,68
RGB: 26,46,82
Web: #1A2E52
Uses: headings, color blocks



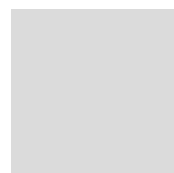
Teal

CMYK: 100,29,0,47
RGB: 0,96,135
Web: #006087
Uses: icons, text links, accents



Charcoal

CMYK: 0,0,0,80
RGB: 51,51,51
Web: #333333
Uses: subheadings, captions



Light Gray

CMYK: 0,0,0,14
HEX: 219,219,219
Web: #DBDBDB
Uses: backgrounds,

Typography

Lato

bold regular *italicized*

all styles may be used, though bold should be used for headings, and regular should be used for body text.

<https://fonts.google.com/specimen/Lato>