

CALIFORNIA FISH PASSAGE FORUM

BRAND GUIDELINES



**CALIFORNIA FISH
PASSAGE FORUM**

Primary logo. Use for all letterhead and printed materials.



Secondary logo. Use when materials require square size (social media icons, etc.)

COLOR PALLET



#1A2E52

#32702A

#B2B2B2

#2E8FA8

#92CBDB

TYPOGRAPHY

HEADINGS

ASSISTANT- EXTRABOLD- ALL CAPS

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

WEB SAFE- TAHOMA EXTRABOLD- ALL CAPS

use when ASSISTANT is not available in web applications (Mailchimp email builder, etc.)

BODY

Lato- regular weight

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

IMAGERY

