



Brand Style Guide

Logo

The logo package folder contains, three styles of logo: color, black & white, and reversed out (all white for when the logo is on a dark background.) Each of these styles has been saved in multiple file types, explained below.

PDF Good for interactive forms and printing. May need Adobe software to open.

PNG Looks great on web but can slow web pages down. Large file size, border-less, transparent background.

TIF/TIFF Good for crossing between Mac & PC, versatile color options, high image quality.

JPEG/JPG Great for web and email, small file size and fast download time, could get grainy when made small.

EPS Good options for printing very large or very small. DO NOT EDIT THIS FORMAT.

Ai Most versatile & quality, great for printing jobs, but you can only open in certain software.



P 52-7 C HEX: EF4B4A R: 240 G: 75 B: 75	P 121-4 HEX: 8AD3DD R: 139 G: 211 B: 221

Colors

Pantone P 52-7 C (red)
Pantone P 121-4 (light blue)

Red being primary,
blue being secondary.

Fonts

Fira Sans Light
Fira Sans Book
Fira Sans Medium
Fira Sans Bold
Fira Sans Heavy

Fira is the primary font, and its Light, Book, or Medium weights should be used for long stretches of text. Fira's Bold and Heavy weights (or using it in all caps) should be used for headers, titles, and section titles.

Ubuntu Tiling Bold
UBUNTU TILING BOLD

Ubuntu Tiling is the font within the logo, but could also be used for very large headings. It only has one weight, bold, and therefore should only be used at large sizes (see website as an example). It should also always be used in all capitals.