COLOR PALETTE

Primary Colors

PANTONE 298 C	PANTONE 654 C
PANTONE 348 C	PANTONE 186 C

PANTONE COOL GRAY 8

Secondary Colors

PANTONE 368 C	PANTONE 254 C

PANTONE 715 C

Tertiary Colors

PANTONE 219 C	PANTONE 213 C	PANTONE 187 C
PANTONE 142 C	PANTONE 387 C	PANTONE 549 C
PANTONE 7685 C	PANTONE 7692 C	PANTONE 425 C

LOGO

csafe
Center for Statistics and
Applications in Forensic Evidence
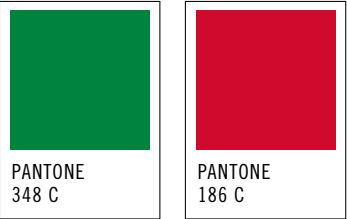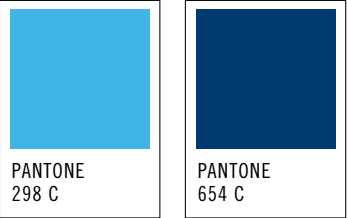
Insignia Roman

Univers Roman (90% width)

TYPOGRAPHY

Fonts

MONTSERRAT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Used in headlines/titles typically all CAPS

Sanchez Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Occasionally used for subheadings (50 tracking)

Montserrat Light
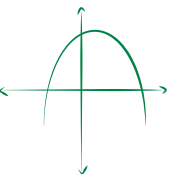ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy

Bush Market Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

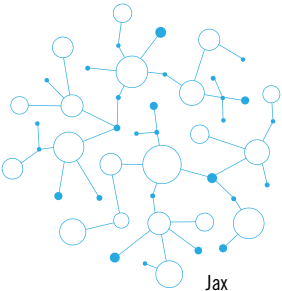Used minimally for accent - from one word to a very short phrase
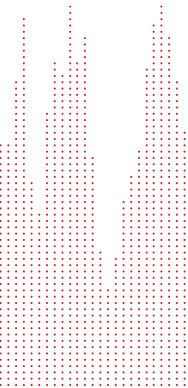
GRAPHIC ELEMENTS

Handwritten Elements
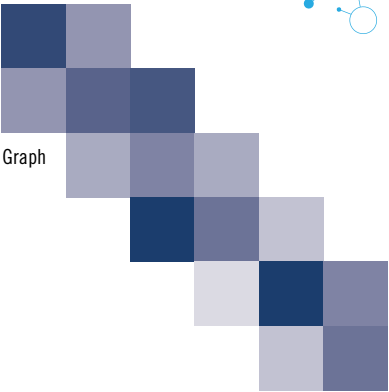
$$LR = \frac{Pr(E|S)}{Pr(E|\bar{S})}$$

S = same source

Jax

Graph

Linear Dots

These graphic elements can be used in a variety of colors (generally from the primary or secondary color palettes) and may be layered on top of imagery—with no effect or multiplied—or used independently.