Brand Guidelines
DIGITAL INCLUSION STRATEGY

COLORS

Pantone 302C
HEX: 003a5c
CMYK: 100, 74, 40, 32
RGB: 0, 58, 92

Pantone
HEX: afbeca
CMYK: 31,18, 14, 0
RGB: 175, 190, 202

Pantone
HEX: e4e8ec
CMYK: 9, 5, 4, 0
RGB: 228, 232, 236

CITY SEAL

One Color--
Either black or
Pantone 302c Blue

Reverse to white on solid dark colors only

TYPE

Interstate BOLD

ABCDEFGHIJKLMNOPQRSSTUVWXYZ
abcdefghijklmnopqurstuvwxyz

Interstate LIGHT

ABCDEFGHIJKLMNOPQRSSTUVWXYZ
abcdefghijklmnopqurstuvwxyz

TYPE STYLES

Headline

Font: Interstate Bold

Word Document Fonts: Arial Black

Size for titles: 18 point, ALL CAPS

Size for secondary heads:

Color for type:

Text
Font: Interstate LIght
Word Document Fonts: Arial Regular
Size: 11 point, set on 1.15 line space
Colors: