

# HUCKABEE 2016

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MIKE HUCKABEE **STYLE GUIDE**  
IDENTITY & BRAND STANDARDS **APRIL 2015**

# TABLE OF **CONTENTS**

**01.** MAIN LOGO

**04.** LOGO & COLOR VARIATIONS

**06.** LOGO USAGE

**08.** TYPEFACES

**09.** COLORS



# MAIN LOGO



## LOGO - **FLAT COLOR**

FOR PRINT



## LOGO - **GRADIENT COLOR**

FOR PRINT & WEB



## LOGO - BLACK & WHITE



## LOGO VARIATIONS



## COLOR VARIATIONS



# LOGO USAGE

## LIGHT BACKGROUNDS



# LOGO USAGE

DARK BACKGROUNDS



# TYPE FACES

## Open Sans

The main logo font is Open Sans. The font weights used are light and **extrabold**. All font weights may be used for supporting text, including light, regular, **semibold**, **bold**, and **extrabold**. *Italic* styles may also be used.

A large, bold, dark blue Open Sans font 'Aa' is centered on the page.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

(.,;?!\$&@\*) 0123456789

## Merriweather

The Merriweather font family may be used for supporting text in print materials. This includes light, regular, **bold**, and **heavy** font weights as well as *italic* styles.

A large, bold, dark blue Merriweather font 'Aa' is centered on the page.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

(.,;?!\$&@\*) 0123456789

# COLORS

## MAIN COLORS



### HUCKABEE BLUE

R:0 G:77 B:134  
C:100 M:75 Y:19 K:9  
HEX: #004D86  
PANTONE PMS: 294C



### HUCKABEE RED

R:212 G:37 B:47  
C:11 M:98 Y:92 K:2  
HEX: #D4252F  
PANTONE PMS: 186C



### HUCKABEE YELLOW

R:247 G:186 B:47  
C:2 M:28 Y:92 K:0  
HEX: #F7BA2F  
PANTONE PMS: 1235C

## GRADIENTS



### HUCKABEE BLUE GRADIENT

R:19 G:56 B:94 / R:0 G:77 B:134  
C:100 M:82 Y:37 K:28 / C:100 M:75 Y:19 K:9  
HEX: #13385E / HEX: #004D86



### HUCKABEE RED GRADIENT

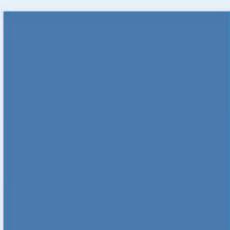
R:169 G:31 B:37 / R:212 G:37 B:47  
C:23 M:100 Y:96 K:16 / C:11 M:98 Y:92 K:2  
HEX: #A91F24 / HEX: #D4252F



### HUCKABEE YELLOW GRADIENT

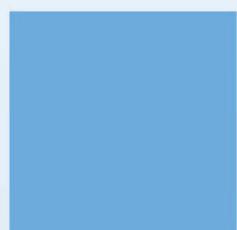
R:247 G:186 B:47 / R:253 G:228 B:87  
C:2 M:28 Y:92 K:0 / C:2 M:6 Y:78 K:0  
HEX: #F7BA2F / HEX: #FDE457

## SUPPORTING COLORS



### HUCKABEE MEDIUM BLUE

R:75 G:121 B:173  
C:75 M:49 Y:11 K:1  
HEX: #4B79AD  
PANTONE PMS: 2727C



### HUCKABEE LIGHT BLUE

R:109 G:171 B:221  
C:55 M:20 Y:0 K:0  
HEX: #6DABDD  
PANTONE PMS: 284C