

Center for Community Change

BRAND GUIDELINES UPDATED 04/10/2017

Identity



Photo Treatment



Photo treatment uses a gradient map with Legacy Black for darker shades and Legacy Faded Green for lighter shades. If using as a background, overlay with 60% opacity Legacy Black or 70% opacity White.

Primary Color Palette



**CCC
ORANGE**

RGB 244/162/26
CMYK 2/41/100/0
HEX #F4A216



**CCC
BLUE**

RGB 20/75/125
CMYK 98/76/26/10
HEX #144B7D

Secondary Color Palette



**LEGACY
BLACK**

RGB 42/42/42
CMYK 71/64/64/66
HEX #2A2A21



**LEGACY
FADED GREEN**

RGB 183/196/190
CMYK 29/15/24/0
HEX #B6C3BD



**LEGACY
LIGHT GREY**

RGB 232/235/234
CMYK 8/4/6/0
HEX #E8EBE9



WHITE

RGB 255/255/255
CMYK 0/0/0/0
HEX #FFFFFF



MAGENTA

RGB 180/68/08
CMYK 27/87/33/4
HEX #B4446C

Legacy Light Grey is used as the primary background color.

Headline Typeface

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Source Sans Pro Black

Source Sans Pro Black is often used in its regular title case for main headlines or in all caps with tracking at 100 for secondary information.

Secondary Typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Light (track 50)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Source Serif Pro Regular