



**GENERATION VOTE**

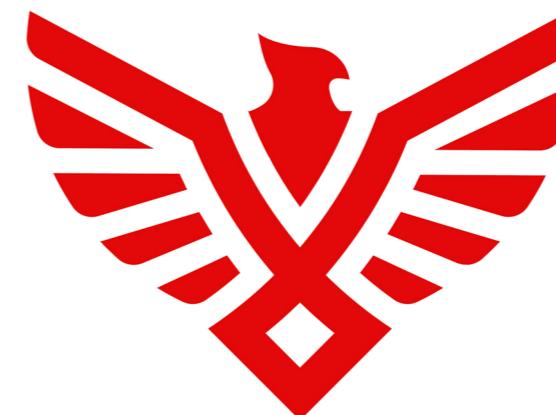
# ■ BRAND GUIDELINES

## 01. PRIMARY LOGO

These are acceptable logos to use on GenVote communications. The main logo usage is the red phoenix on the cream background or red phoenix on white. You can also use the secondary logo options, with the cream phoenix on red background.

### Rules for logo use:

- Always use the logo files as provided
- Do not alter the logo in any way
- Do not place on a complicated background
- Do not stretch or skew
- Do not change the color
- Do not add a drop shadow



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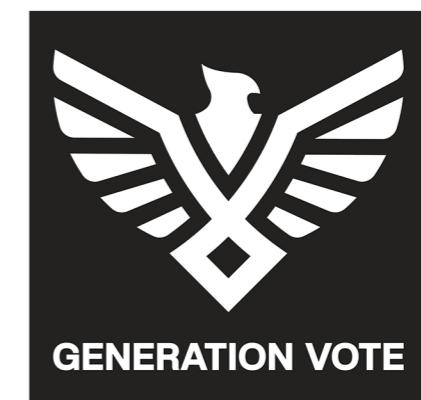
## 02. SECONDARY LOGO



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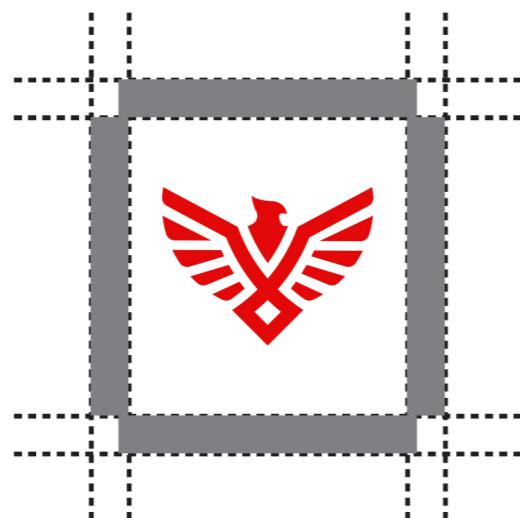
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## 03. LOGO USAGE



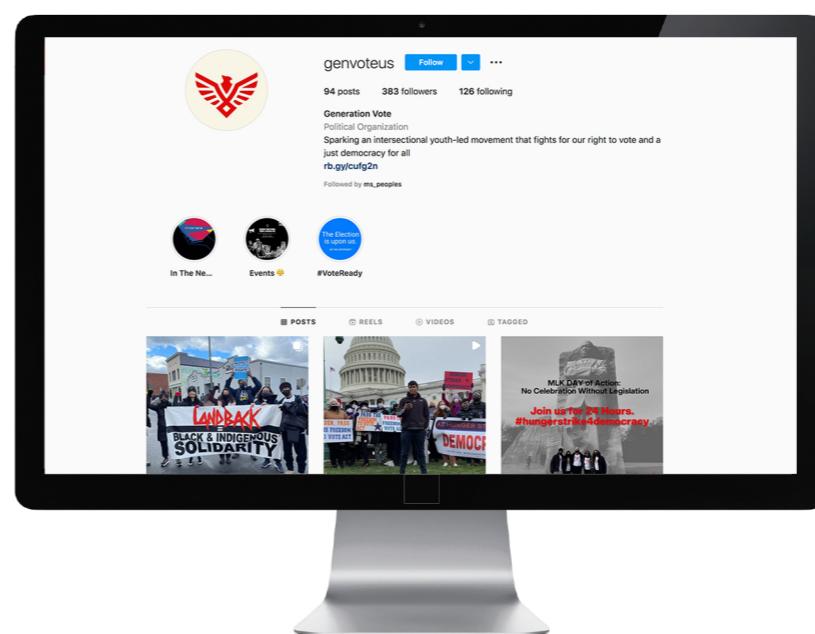
Please allow adequate spacing at all times.



Letterhead example



BUSINESS CARD EXAMPLE



INSTAGRAM EXAMPLE



## ■ BRAND GUIDELINES

### 04. TYPOGRAPHY

**FONT USAGE:** These are the typefaces that should be used in all GenVote communications. Use these fonts when creating designs, word documents, presentations, etc.

For almost all cases, use CREATO EXRA BOLD, ALL CAPS for headlines. Creato is a free font that works well big and bold. For body text, use Creato Regular. Don't excessively space your letters!

We love the Creato family and encourage you to use it whenever you can. However, Creato is not available on Google Fonts, so we recommend using Roboto when working in Google Docs or Canva.

**TYPE PLACEMENT:** You can place white type on an image, but use heavy weight. Also make sure the placement of the type isn't over a busy part of the image. It also shouldn't be used over anyone's face or eyes

## CREATO DISPLAY

### REGULAR

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + = " < > , .

### MEDIUM

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + = " < > , .

### LIGHT

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + = " < > , .

### EXTRA BOLD

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + = " < > , .

### BOLD

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + = " < > , .

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## ROBOTO FAMILY

Thin (100)  
Extra-Light (200)  
Light (300)  
Regular (400)  
**Medium (500)**  
**SemiBold (600)**  
**Bold (700)**  
**ExtraBold / Heavy (800)**  
**Black (900)**

## ■ BRAND GUIDELINES

### 05. PRIMARY COLORS

**PRIMARY COLORS:** The primary colors for GenVote are Culture Cream and Phoenix Red, which can be used to contrast one another.

#E30809  
PHOENIX RED

R227 G8 B9  
C4 M100 Y100 K1

#F9F5E6  
CULTURE CREAM

R249 G245 B230  
C2 M2 Y9 K0

### 06. SECONDARY COLORS

**SECONDARY COLORS:** The secondary colors are Electoral Gold, Rosa Parks Purple and Intersectional Indigo. These should only be used in small amounts as accents, and in relationship to the primary colors.

#F1B80F  
ELECTORAL GOLD

R241 G184 B15  
C6 M28 Y100 K0

#8F8BFE  
INTERSECTIONAL INDIGO

R143 G139 B254  
C49 M46 Y0 K0

#E81CFF  
ROSA PARKS PURPLE

R232 G28 B255  
C35 M81 Y0 K0

#232221  
GENVOTE BLACK

R35 G34 B33  
C71 M65 Y66 K73

## GRAPHIC DESIGN BEST PRACTICES

### **Does your graphic feel too busy or cramped?**

- You may have too much copy. Try trimming down the amount of words.
- You may be using too many fonts. Try limiting the amount of fonts to 1 or 2 styles.
- Your type may be too big. Try it smaller while keeping it legible. Let each element breathe.

### **Is it hard to see the logo or read the type?**

- Your image may have too much contrast. Either make the image black and white (lowering contrast) or find a new image.
- When looking for images as background for type, search for images with a lot of mid-tones, and no highlights (bright white areas).

### **Does your image look blurry or pixelated?**

- You may need to find a larger image. Try to find an image over 500x500 pixels or over 300 KB.
- Tip for finding larger images: In google images, click "search tools > size > large" to show only larger images. In addition, click "Usage rights > Labeled for Reuse". Note: This does not necessarily mean you have rights to use the photo.

## ■ BRAND GUIDELINES

### 08. GLOSSARY

#### RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

#### Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

#### CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

#### Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

### 09. FILE TYPES

JPG files are a common format for digital image files. They are made up of pixels, which means this file type cannot scale larger without losing quality or looking “pixelated.”

*Common applications:*  
Use on website, Canva, graphics, documents

PNG files are a less-common format for digital image files. Like JPG, they are also made up of pixels. PNG files can also be saved with a transparent background. Use the PNG versions of the logo if you want a transparent background.

*Common applications:*  
Logo files, web graphics

EPS and AI files are vector files. Unlike raster images, these files use mathematic points rather than pixels so they can be scaled to any size. When sending a logo file to any designer/printer, always send an EPS or AI, as it is the highest quality file.

*Common applications:*  
Logo files, iconography

PDFs are the best file type for packaging up documents for sharing, emailing or printing. PDFs can combine images, vector graphics and fonts into one document. If you are ever sending something to a printer or creating a guide to share with people, create a PDF so you have control over how your document looks.

*Common applications:*  
Document files, files for print



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