STYLE GUIDELINES

COLOR

The two GV Wire colors are Copper and Blue. In addition, we utilize true black and true white.
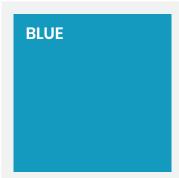
FOR GRAPHIC DESIGN:

1575 C
C = 0
M = 62
Y = 86
K = 0

7703 C
C = 82
M = 21
Y = 17
K = 0

COPPER

R: 244 G: 127 B: 46

HEX: **#F47F2E**

BLUE

R: 20 G: 154 B: 190

HEX: **#149ABE**

LOGO & WATERMARK

Whenever possible, use the copper and blue GV Wire logo on black or white. The logo can also be used in true white on blue. When creating a watermark, use the logo in true white. If necessary, a drop shadow may be added to the logo.

TYPOGRAPHY

The guidelines for typography are more flexible, but using the website fonts in other materials can create a stronger brand image. Brand-friendly fonts are Poppins and Lato, with Font Awesome for simple icons. Text can be used in any GV Wire color, or it can be a shade of gray.

HEADING EXAMPLE:

LOREM IPSUM DOLOR. NULLAM VARIUS NEQUE.

FONT: Poppins

STYLE: **BOLD, ALL CAPS, 14 PT**

BODY COPY EXAMPLE:

Mauris maximus mauris in suscipit pulvinar. Fusce suscipit leo augue, non neque feugiat a.

FONT: Lato

STYLE: Regular, 11 PT

ICON EXAMPLE:

FONT: Font Awesome Brands

STYLE: Regular, 24 PT