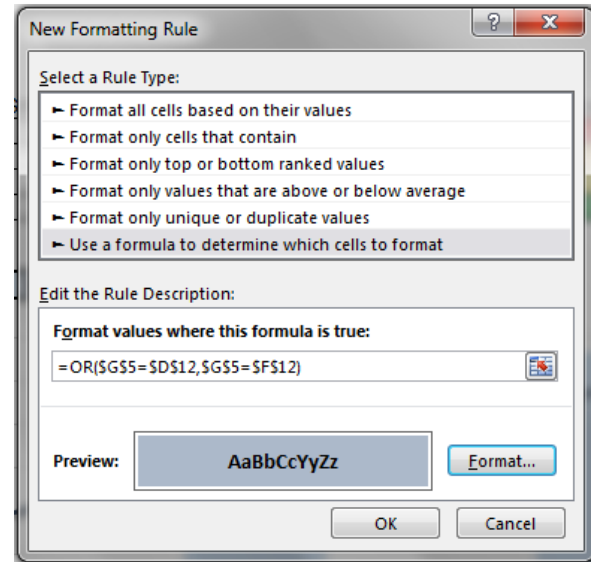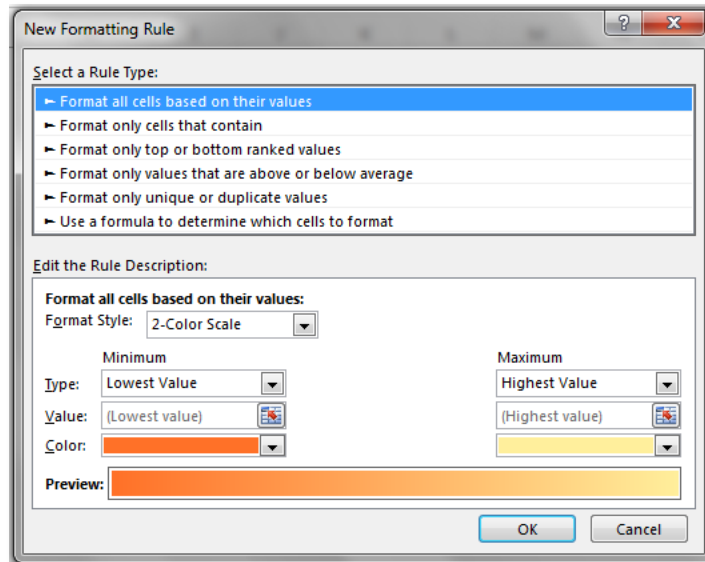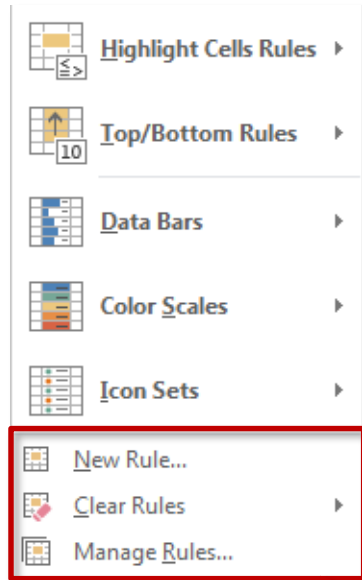If you want to go rogue, you can adjust the style of existing conditional formats or create your own formula-based rules

This is where you can add, clear, and manage your conditional formatting rules

In this example we're formatting the cells in columns B through H with a green fill and bolt text, but only when the state name is equal to the value in cell C2

Note that the row label is relative (no "$"), which allows us to apply this formatting to other rows without losing functionality

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