

All marketing materials may use ONLY the following typefaces:

Web:

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Serif: Sorts Mill Goudy

Sans: Verdana

Decorative: Archive Roundhand Script

Print:

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Serif: Goudy Old Style

Sans: Franklin Gothic and Franklin Gothic Medium for bold text

Decorative: Archive Roundhand Script

Logo:

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IM FELL English SC

Interstate

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Brand Colors:

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Yellow: 585 C

Grey: 7545 C

Cranberry: 690 C

Cranberry highlight: 207 C

Style:

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Text may NOT have glows, drop shadows, outlines, 3d treatments or any other decorations

Use of rounded corners is discouraged.

Images may NOT have drop-shadows.

Secondary colors should complement the Brand Colors above. No other burgundies or pinks are to be used.