NWKS ECONOMIC INNOVATION CENTER

Visual Identity Guidlines

Colors

Primary

#2B3A7A

#00AEEF

Secondary | use only for accents

#53B42E

#F49427

#E6411B

Fonts

Logo & Headings
Giga Sans Bold

Economic Assistance

Body Text
Giga Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla accumsan nunc sit amet commodo viverra. In laoreet sollicitudin gravida. Lorem ipsum dolor sit amet.

Accent Font
Giga Sans Italic

Grow In NWK

Accent Font - Alternative
Giga Sans Thin

Visit us at: nwkeici.org

Accents
Giga Sans Thin

SUBMIT

SUBMIT

Logos

Full Color

Secondary Logo

Black & White

Black & White

Design Elements & Textures

Grow With NWKEICI

Serving **26** Kansas Counties

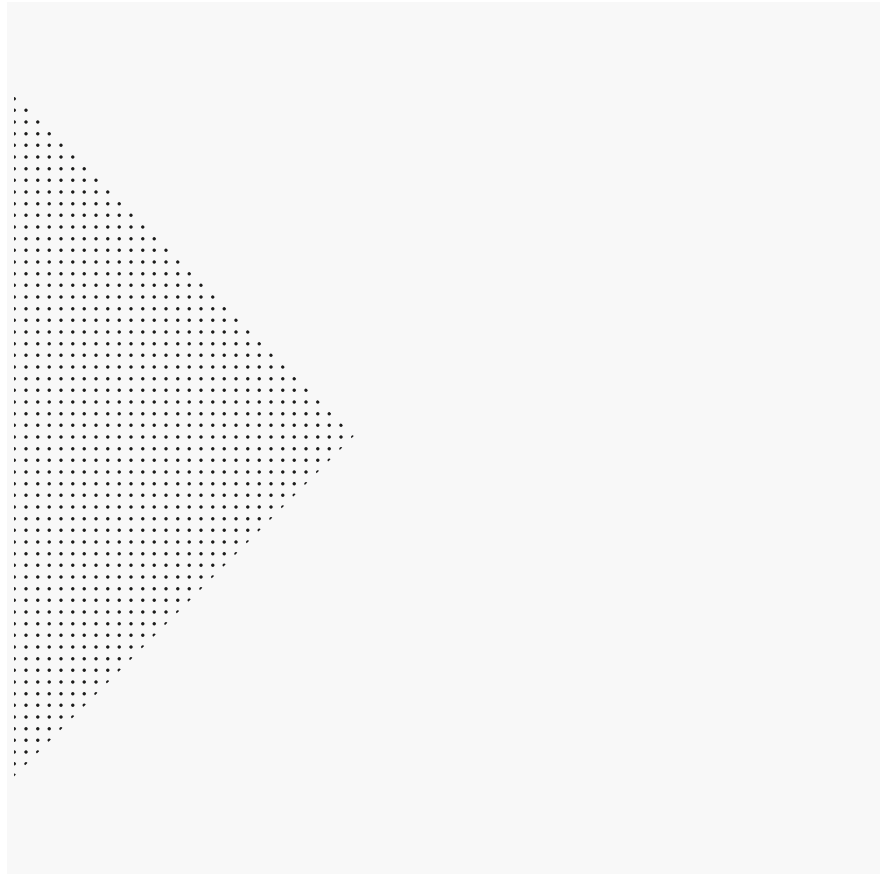**nwkeici.org**

THE SECRET OF GETTING AHEAD **IS GETTING STARTED**

Working Together
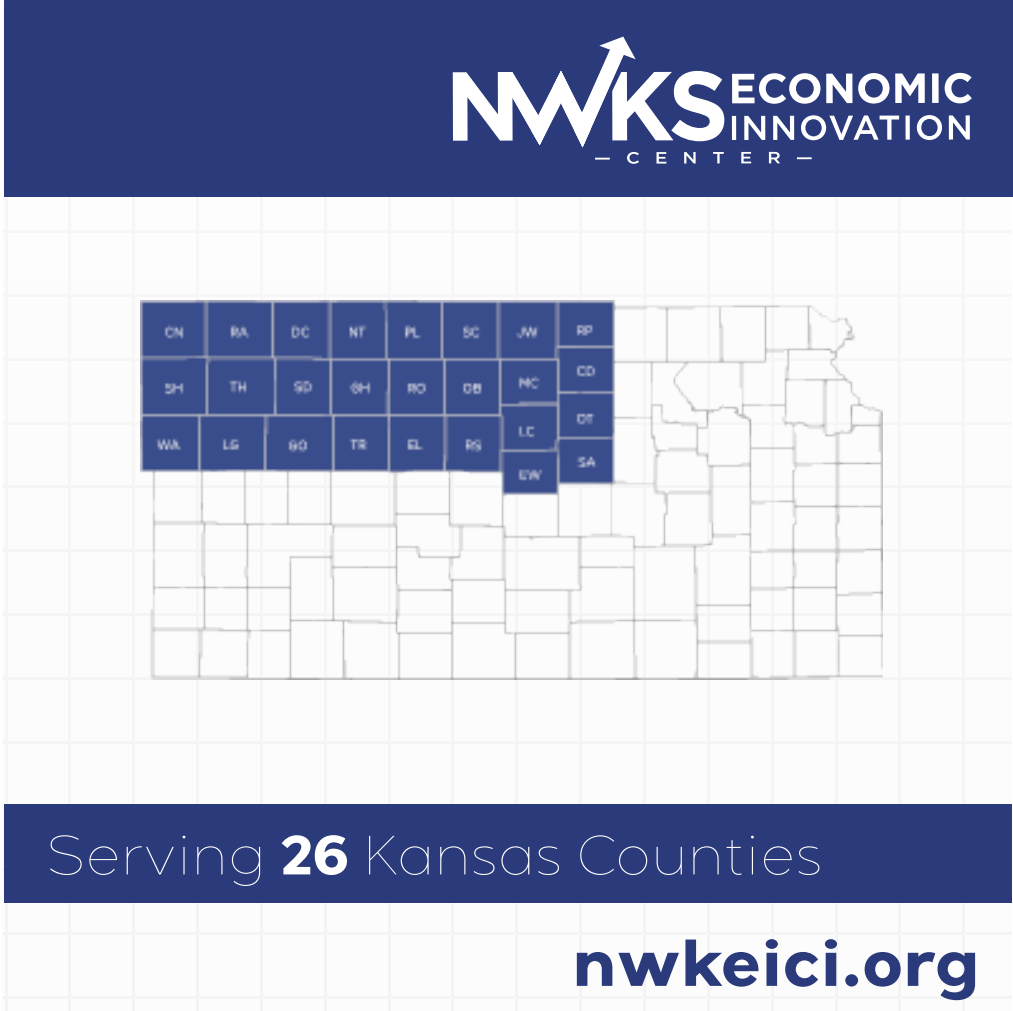
Social Media

1. Alway use NWKEICI logo in top right hand corner, full color or black and white version.

2. Giga Sans Bold is used for headings.

3. Giga Sans Bold Italic - is used for text that you want emphasized seperately from the heading.

4. Giga Sans Regular is used for text that you still want emphasized.

5. Giga Sans Thin is used for information or captions that do not need emphasis.

2 nwkeici.org

4 Serving NWK Kansas

2 **Business**
3 *Assistance*

5 nwkeici.org