

Goodwill Industries of Central Florida

Style Guide



Typefaces

The Futura Typeface is the designated typeface for Goodwill Industries of Central Florida.

For Primary Body Copy:

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@&

For Headers/Stylized Body Copy as appropriate:

Futura Light

Futura Medium

Futura Bold

Futura Condensed Extra Bold

Futura Condensed Medium

Logo Usage

Primary Logo



Secondary Logo

Use for black and white printing



Central Florida Specific Logo

Use in conjunction with Primary or Secondary Logo



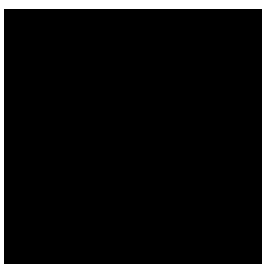
Color Scheme

Primary Colors

Blue
CMYK (99, 76, 7, 0)
RGB (1, 82, 156)
HEX: 01529c



Black
CMYK (0, 0, 0, 100)
RGB (0, 0, 0)
HEX: 000000



Secondary Colors

Dark Blue
CMYK (99, 84, 45, 50)
RGB (9, 35, 64)
HEX: 092340



Soft White
CMYK (4, 3, 3, 0)
RGB (242, 241, 241)
HEX: f2f1f1



Light Blue
CMYK (72, 31, 0, 0)
RGB (61, 147, 208)
HEX: 3d93d0



Grey
CMYK (0, 0, 0, 65)
RGB (89, 89, 89)
HEX: #595959

