

Center for Rural Innovation (CORI)

The key brand resources and fundamentals to get started with the CORI brand. Find logos, colors and typography specs.

CORI Logo

EPS



Full-Logo_CORI_Black

**Center
on Rural
Innovation**



Full-Logo_CORI_Cream

**Center
on Rural
Innovation**



Full-Logo_CORI_DarkTeal

**Center
on Rural
Innovation**

Full-Logo_CORI_White



Logo-Mark_CORI_Black



Logo-Mark_CORI_Cream



Logo-Mark_CORI_DarkTeal

Logo-Mark_CORI_White



Full-Logo_CORI_Purple



Center
on Rural
Innovation

Full-Logo_CORI_Teal



Full-Logo_CORI_Blue



Center
on Rural
Innovation

Full-Logo_CORI_Orange



Logo-Mark_CORI_Purple



Logo-Mark_CORI_Teal



Logo-Mark_CORI_Blue



Logo-Mark_CORI_Orange

SVG



Full-Logo_CORI_Black

**Center
on Rural
Innovation**



Full-Logo_CORI_Cream



Full-Logo_CORI_DarkTeal

**Center
on Rural
Innovation**

Full-Logo_CORI_White



Logo-Mark_CORI_Black



Logo-Mark_CORI_Cream



Logo-Mark_CORI_Dark-Teal

Logo-Mark_CORI_White



Full-Logo_CORI_Purple



Full-Logo_CORI_Teal



Full-Logo_CORI_Blue



Full-Logo_CORI_Orange



Logo-Mark_CORI_Purple



Logo-Mark_CORI_Teal



Logo-Mark_CORI_Blue



Logo-Mark_CORI_Orange

PNG



Full-Logo_CORI_Black



Center
on Rural
Innovation

Full-Logo_CORI_Teal



Center
on Rural
Innovation

Full-Logo_CORI_White

Full-Logo_CORI_Cream



Logo-Mark_CORI_Black



Logo-Mark_CORI_Cream



Logo-Mark_CORI_Dark-Teal

Logo-Mark__CORIWhite



Full-Logo_CORI_Purple



Full-Logo_CORI_Teal



Full-Logo_CORI_Blue



Full-Logo_CORI_Orange



Logo-Mark_CORI_Purple



Logo-Mark_CORI_Teal



Logo-Mark_CORI_Blue



Logo-Mark_CORI_Orange

JPEG



Full-Logo_Black



Full-Logo_CORI_Teal



Full-Logo_CORI_White

Center
on Rural
Innovation

Full-Logo_CORI_Cream



Logo-Mark_CORI_Black



Logo-Mark_CORI_Cream



Logo-Mark_CORI_Dark Teal

Logo-Mark_CORI_White



Center
on Rural
Innovation

Full-Logo_CORI_Purple



Center
on Rural
Innovation

Full-Logo_CORI_Teal



Center
on Rural
Innovation

Full-Logo_CORI_Blue



Center
on Rural
Innovation

Full-Logo_CORI_Orange



Logo-Mark_CORI_Purple



Logo-Mark_CORI_Teal



Logo-Mark_CORI_Blue



Logo-Mark_CORI_Orange

CIF Logo

EPS



Full-Logo_CIF_Black

Innovation
Fund



Innovation
Fund

Full-Logo_CIF_Cream



Full-Logo_CIF_Teal

Innovation
Fund

Full-Logo_CIF_White

SVG



Innovation
Fund

Full-Logo_CIF_White

Full-Logo_CIF_Black



Innovation
Fund

Full-Logo_CIF_Cream



Innovation
Fund

Full-Logo_CIF_Teal

PNG



Innovation
Fund

Full-Logo_CIF_Black



Innovation
Fund

Full-Logo_CIF_Cream



Innovation
Fund

Full-Logo_CIF_Teal

Full-Logo_CIF_White

JPEG



Innovation
Fund

Full-Logo_CIF_Black



Full-Logo_CIF_Cream



Innovation
Fund

Full-Logo_CIF_Teal

Full-Logo_CIF_White

RII Logo

EPS



Full-Logo_RII_Black



Full-Logo_RII_Cream



Full-Logo_RII_Purple

Full-Logo_RII_White

SVG



Rural
Innovation
Initiative

Full-Logo_RII_White

Full-Logo_RII_Black



Rural
Innovation
Initiative

Full-Logo_RII_Cream



Rural
Innovation
Initiative

Full-Logo_RII_Purple

PNG



Rural
Innovation
Initiative

Full-Logo_RII_Black



Rural
Innovation
Initiative

Full-Logo_RII_Cream



Rural
Innovation
Initiative

Full-Logo_RII_Purple



Full-Logo_RII_White

JPEG



Rural
Innovation
Initiative

Full-Logo_RII_Black



Rural
Innovation
Initiative

Full-Logo_RII_Cream



Rural
Innovation
Initiative

Full-Logo_RII_Purple

Full-Logo_RII_White

RIN Logo

EPS



Full-Logo_RIN_Black

**Rural
Innovation
Network**



Full-Logo_RIN_Cream

**Rural
Innovation
Network**



Full-Logo_RIN_Orange

**Rural
Innovation
Network**

Full-Logo_RIN_White

SVG



Full-Logo_RIN_White

**Rural
Innovation
Network**

Full-Logo_RIN_Black



Full-Logo_RIN_Cream



Full-Logo_RIN_Orange

**Rural
Innovation
Network**

PNG



Full-Logo_RIN_White

**Rural
Innovation
Network**

Full-Logo_RIN_Cream



Full-Logo_RIN_Orange



Full-Logo_RIN_Black

**Rural
Innovation
Network**

JPEG



Rural
Innovation
Network

Full-Logo_RIN_White

Full-Logo_RIN_Black



Rural
Innovation
Network

Full-Logo_RIN_Cream



Rural
Innovation
Network

Full-Logo_RIN_Orange

Color Palettes

Primary Color Palette

Palette for Center on Rural Innovation



Black

#121E22

18,30,34

6,2,0,87



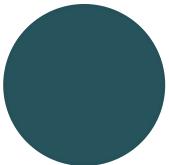
Dark Teal

#16343E

22,52,62

16,4,0,76

7546 C



Teal

#26535C

38,83,92

21,4,0,64

7477 C



Emerald

#00835D

0,131,93

51,0,15,49

3288 C



Bright Mint

#A3E2B5

163,226,181

25,0,18,11

351 C



Bright Gold

#FFE473

255,228,115

0,11,55,0

2004 C



Cream

#FBF8E9

251,248,233

0,1,7,2



Cool

#ECF5EF

236,245,239

4,0,2,4



Off White

#FFFFFF

255,255,249

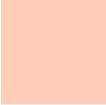
0,0,2,0

Secondary Color Palette

	RIN Orange	HEX #E74F2A	RGB 231,79,42
		CMYK 0,60,74,9	PMS-C 7579 C
	RISI Blue	HEX #234FBF	RGB 35,79,191
		CMYK 61,44,0,25	PMS-C 2131 C
	CIF Teal	HEX #259299	RGB 37,146,153
		CMYK 45,3,0,40	PMS-C 2235 C
	RII Purple	HEX #48336A	RGB 72,51,106
		CMYK 13,22,0,58	PMS-C 269 C

RIN Color Palette

The RIN color palette is made up of the orange colors below and all primary palette colors.

	RIN Orange	HEX #E74F2A CMYK 0,60,74,9	RGB 231,79,42 PMS-C 7579 C
	Light Orange	HEX #FECEB8 CMYK 0,19,27,0	RGB 254,206,184 PMS-C
	Mid Orange	HEX #FA804A CMYK 0,48,69,2	RGB 250,128,74 PMS-C 164 C
	Dark Orange	HEX #B11A00 CMYK 0,59,69,31	RGB 177,26,0 PMS-C 2350 C

CIF Color Palette

The CIF color palette is made up of the teal colors below and all primary palette colors.

	CIF Teal	HEX #259299 CMYK 45,3,0,40	RGB 37,146,153 PMS-C 2235 C
	Light Blue	HEX #9BE7ED CMYK 32,2,0,7	RGB 155,231,237 PMS-C
	Mid Blue	HEX #06BCCB CMYK 77,6,0,20	RGB 6,188,203 PMS-C 3115 C
	Dark Blue	HEX #004A5A CMYK 35,6,0,65	RGB 0,74,90 PMS-C 3165 C

RII Color Palette

The RII color palette is made up of the purple colors below and all primary palette colors.

	RII Purple	HEX #48336A CMYK 13,22,0,58	RGB 72,51,106 PMS-C 269 C
	Light Purple	HEX #CBBEDC CMYK 7,12,0,14	RGB 203,190,220 PMS-C
	Mid Purple	HEX #7658A2 CMYK 17,29,0,36	RGB 118,88,162 PMS-C 7677 C
	Dark Purple	HEX #130332 CMYK 12,18,0,80	RGB 19,3,50 PMS-C 5255 C

Typography

TT Hoves

TT Hoves WEB

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

TT Hoves

Weight: 300

Style: normal

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

TT Hoves

Weight: 700

Style: normal

Usage

CSS

```
1 font-family: "TT Hoves", sans-serif;
```

TT Hoves Font Files: <https://www.dropbox.com/sh/s5xw4dbcag403zw/AACekAb3h4GFxBBw0WGeRIOPa?dl=0>

TT Hoves Google Font Alternative (to use in Google Slides and Docs): Montserrat

TT Hoves

Center on Rural Innovation

Center on Rural Innovation

Montserrat

Center on Rural Innovation

Center on Rural Innovation

Type Sample.png

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Bitter

Weight:

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Bitter

Weight: 300

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Bitter

Weight: 400

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Bitter

Weight: 700

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;?!\$&*)

Bitter

Weight: 700

Style: italic

Usage

HTML

```
1 <link href="https://fonts.googleapis.com/css?family=Bitter" rel="stylesheet" type="text/css">
```

CSS

```
1 font-family: "Bitter", sans-serif;
```

Typography Styles

H1

Text Color ● #121E22
Background □ #FFFFFF
Font: TT Hoves
Size: 55px
Line Height: 116%
Weight: 700

Text Colors



Background Colors

H1 Header

H2

Text Color ● #121E22
Background □ #FFFFFF
Font: TT Hoves
Size: 40px
Line Height: 125%
Weight: 700

Text Colors



Background Colors

H2 Header

H3

Text Color ● #121E22
Background □ #FFFFFF
Font: Bitter
Size: 31px
Line Height: 130%

Text Colors



Background Colors

H3 Header

H4

Text Color ● #121E22
Background □ #FFFFFF
Font: TT Hoves
Size: 25px
Line Height: 130%

H4 Header

Weight: 500

Text Colors



Background Colors

H5

Text Color ● #121E22

Background #FFFFFF

Font: TT Hoves

Size: 21px

Line Height: 130%

Weight: 500

Text Colors



Background Colors

H5 Header

H6

Text Color ● #121E22

Background #FFFFFF

Font: TT Hoves

Size: 13px

Line Height: 135%

Weight: bold

Text Colors



Background Colors

H6 Header

Body Text

Text Color ● #121E22

Background #FFFFFF

Font: Bitter

Size: 17px

Line Height: 170%

Text Colors

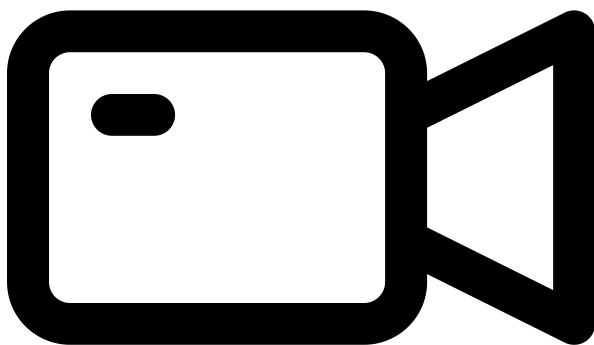


Background Colors

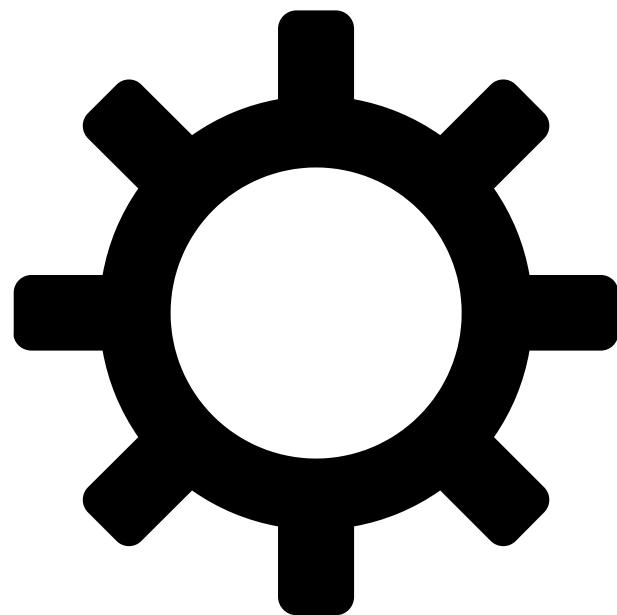
Body Text

Icons

SVG



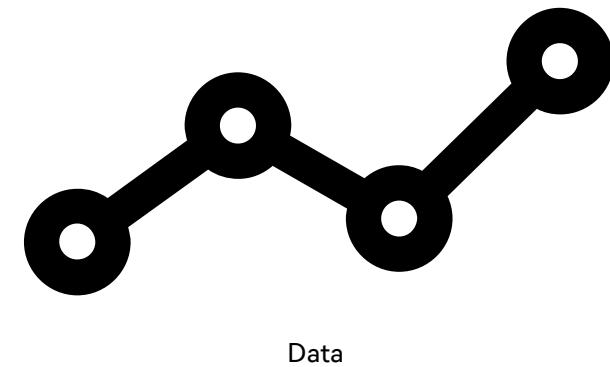
Video



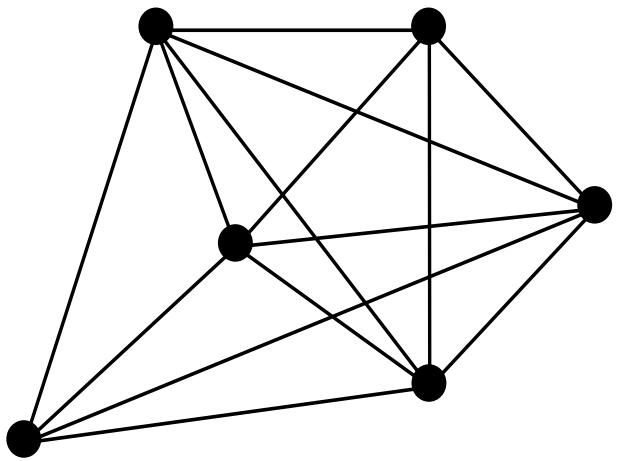
Toolkit



Report



Data



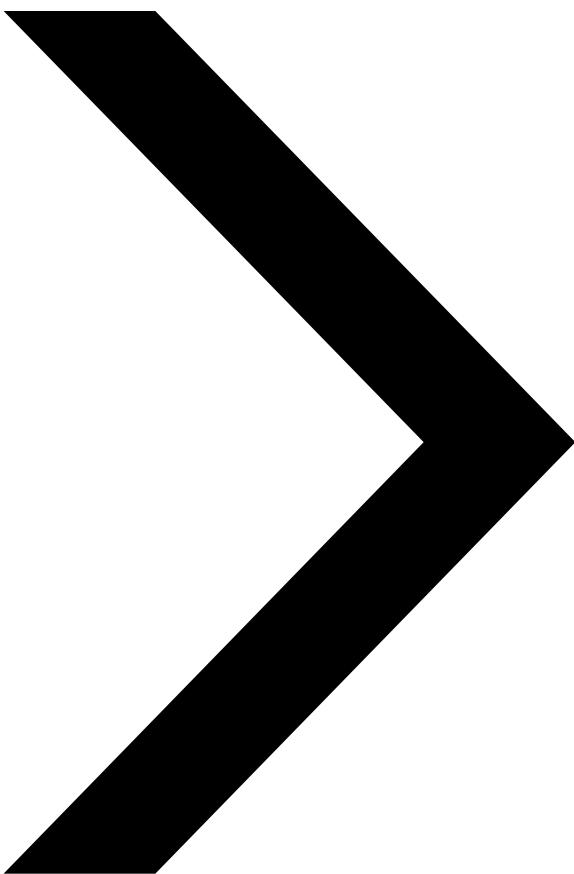
Network



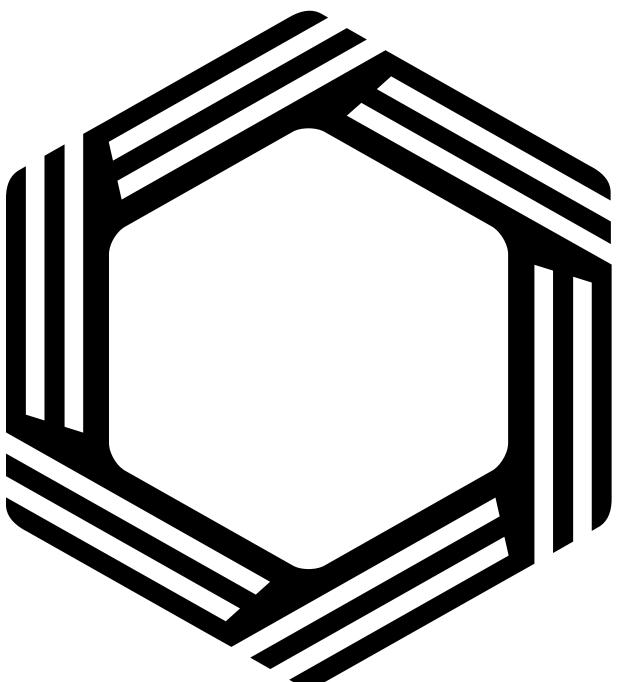
Map



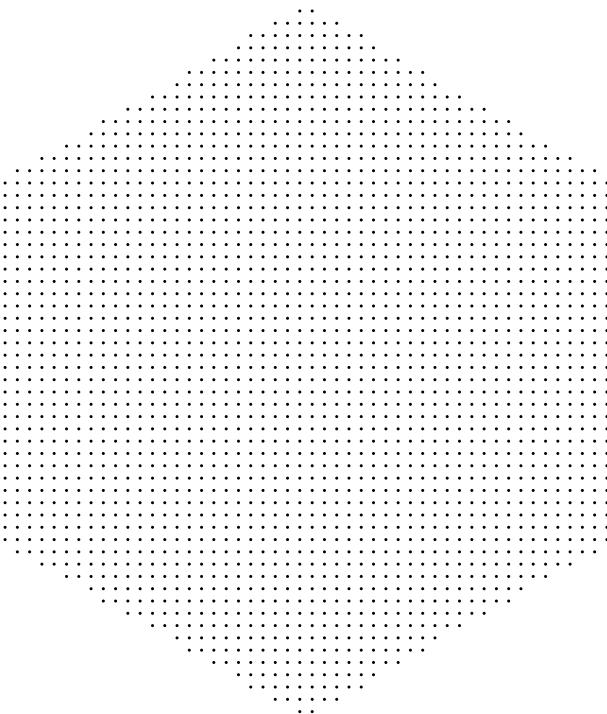
Quote



Arrow



Gear



hexagon_dots

PNG



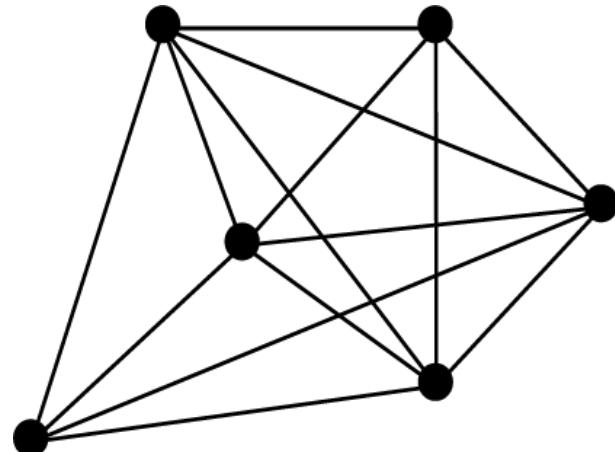
Arrow



Data



Map



Network



Report



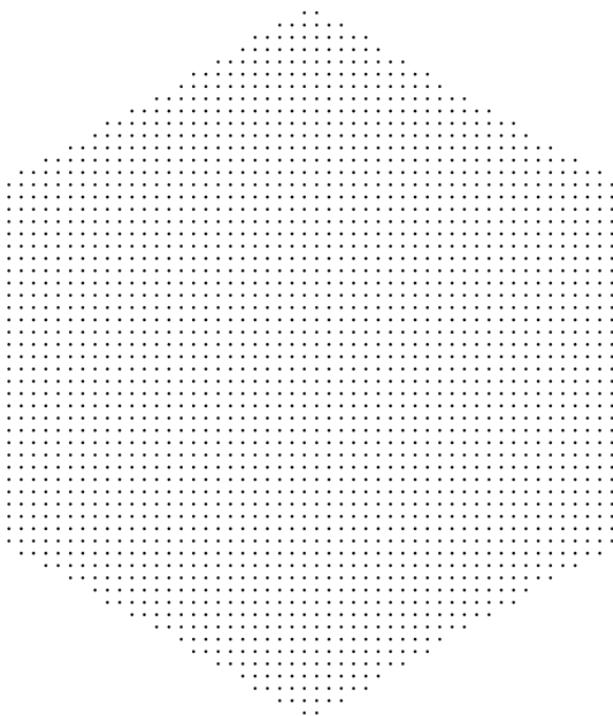
Quote



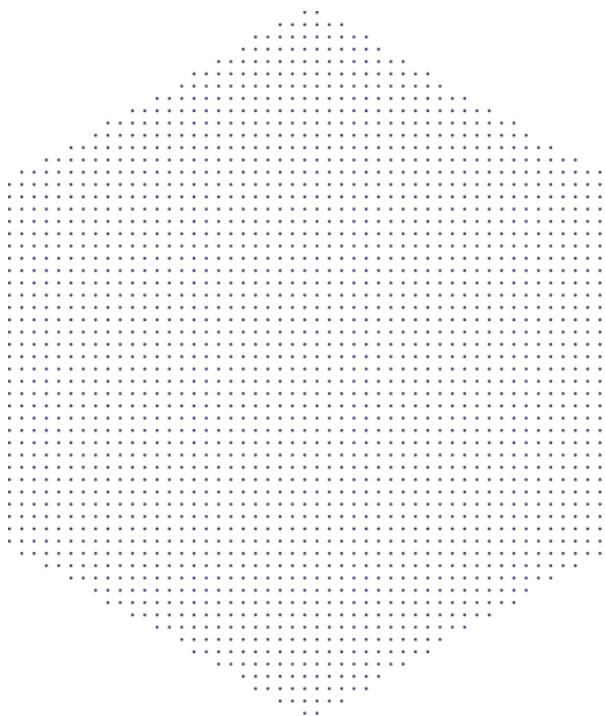
Toolkit



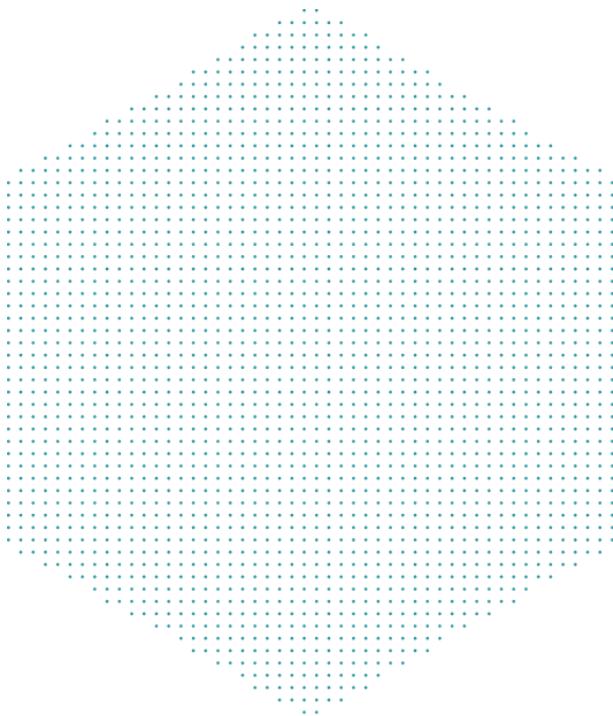
Video



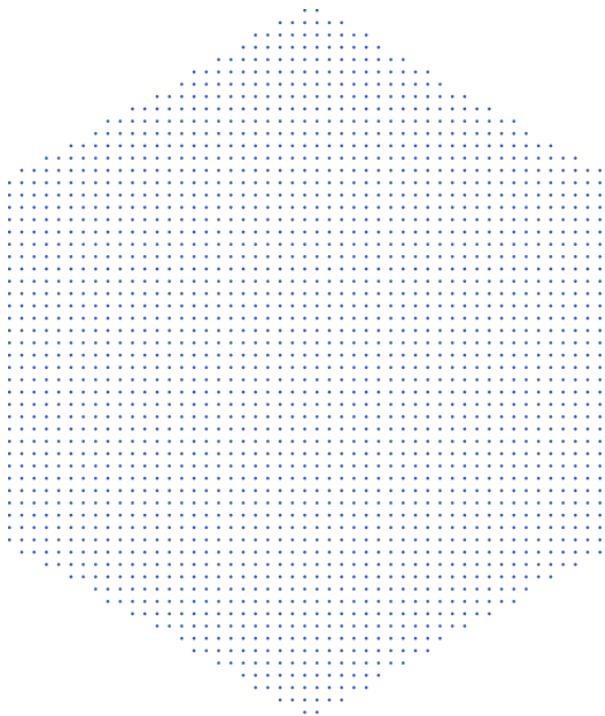
hexagon-dots_Black



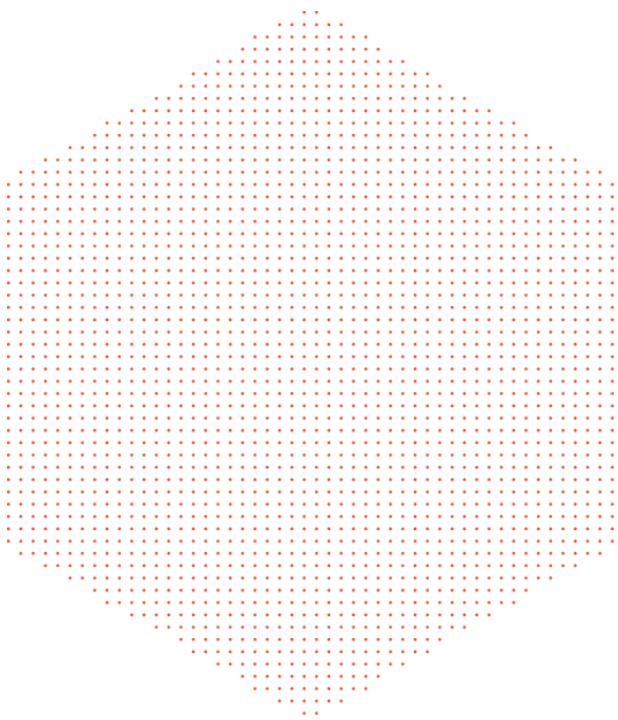
hexagon-dots_RII-Purple



hexagon-dots_CIF-Teal



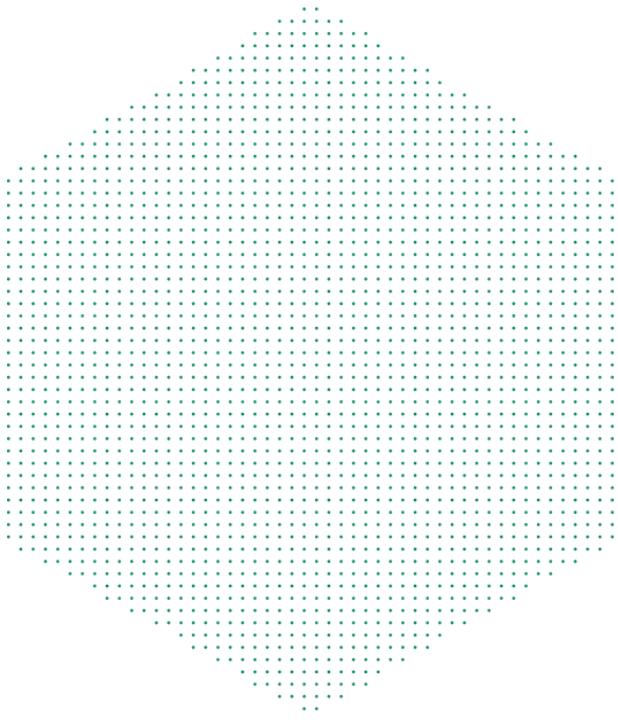
hexagon-dots_RISI-Blue



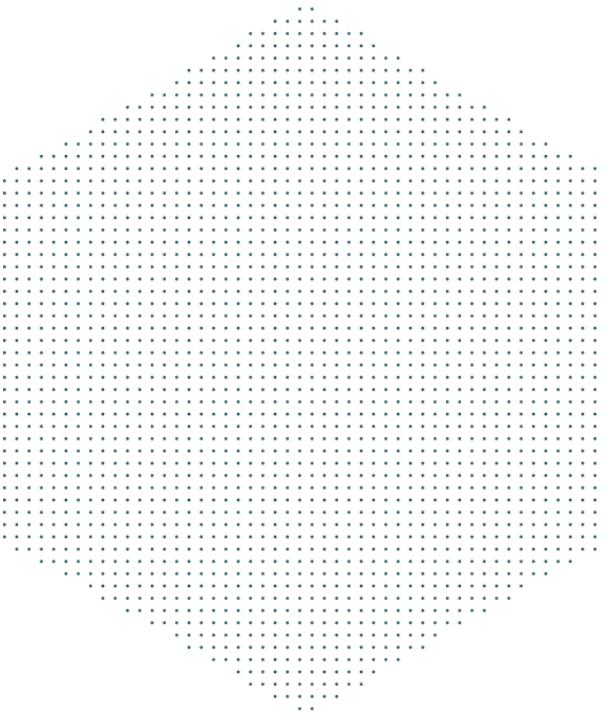
hexagon-dots_RIN-Orange



hexagon-dots_Bright-Mint



hexagon-dots_Emerald



hexagon-dots_Teal

Duotone Photography

Duotone Colors



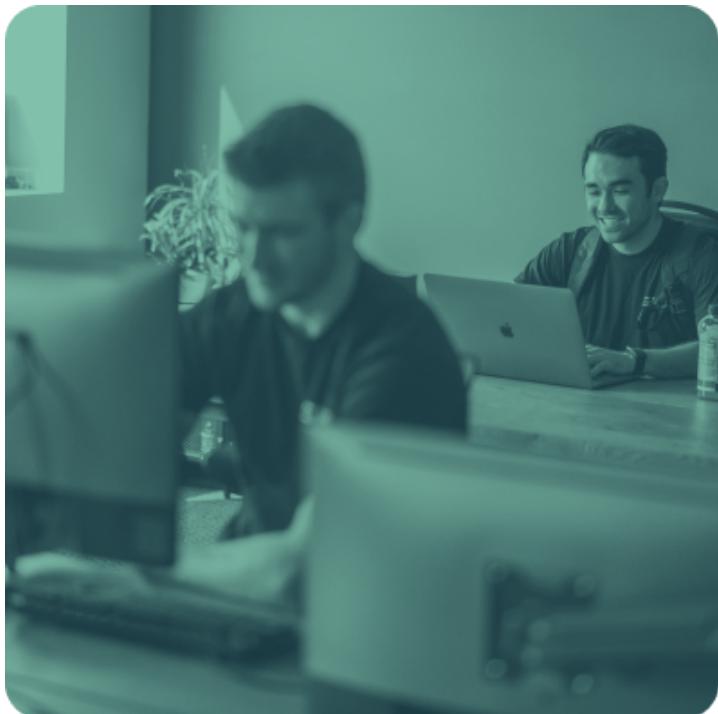
Dark Teal

#16343E
22, 52, 62



Light Teal

#87C9B2
135, 201, 178



Favicon & Social Share

Favicon



Favicon@2x.png

Social Share



Social-Share@2x.png

Deck Best Practices



CORI_Deck-Best-Practices.pdf

56 MB - pdf



CORI_Deck-Best-Practices.pdf.zip

55 MB - zip

Deck Design Best Practices

Background Elements

- Shapes to use: Rounded Hexagon (Solid or Dotted), Rounded Rectangle
- Hexagon shape should have rounded corners to mirror the shape of the CORI logo.
- If using a hexagon shape behind text, use a solid hexagon instead of the dotted hexagon for legibility.

Images

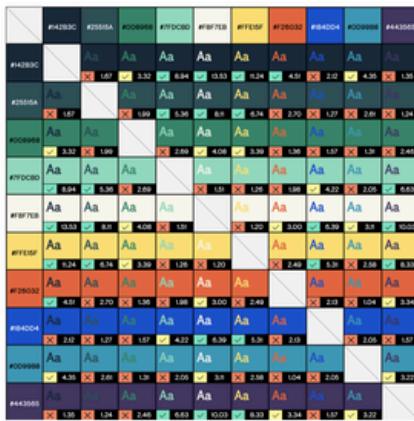
- Use images in either a rounded rectangle, regular (90 degree angle rectangle), or a rounded hexagon.
- Yellow highlight bar can be used at the bottom of images (similar to the community stories site design), to add a pop of color.

How to Use Sub-Brand Colors

- As often as possible use the sub-brand primary color (ex. RII Purple) for the sub-brand logo.
- Sub-brand colors can be used for design accents such as solid hexagons and dotted hexagons and other shapes or backgrounds.

Colors

- Try to achieve AA contrast (see the image below, any color combination with a green checkmark works)



Underline

- Links within body text can use a regular text underline (using the text editor).
- Yellow underline links (try to use only for links): line should sit close to the text but not hit any text descenders (g, j, p, q, y letters) and should be about twice as thick as the weight of the text.

Typography

- Use TT Hoves for Headers and Bitter for body text, these is not a hard and fast rule but can be used majority of the time.
- Best practice: Aim for body text line-height to be between 140%-180%.
- Best practice: Aim for header text line-height to be between 110%-140%.
- Best practice: Aim for line length to be between 70-80 characters per line.

Deck Design Best Practices.png

CENTER ON RURAL INNOVATION

Rural Innovation Initiative

Developing Digital Economy
Ecosystem Strategies



Title Option 1.png

CENTER ON RURAL INNOVATION

Rural Innovation Initiative

Developing Digital Economy
Ecosystem Strategies



Title Option 2.png



CENTER ON RURAL INNOVATION



Rural Innovation Initiative

Developing Digital Economy
Ecosystem Strategies



Title Option 3.png

Social Avatars and Cover Photos

Social Avatars



Twitter@2x



Facebook@2x

Social Cover Photos



LinkedIn@2x



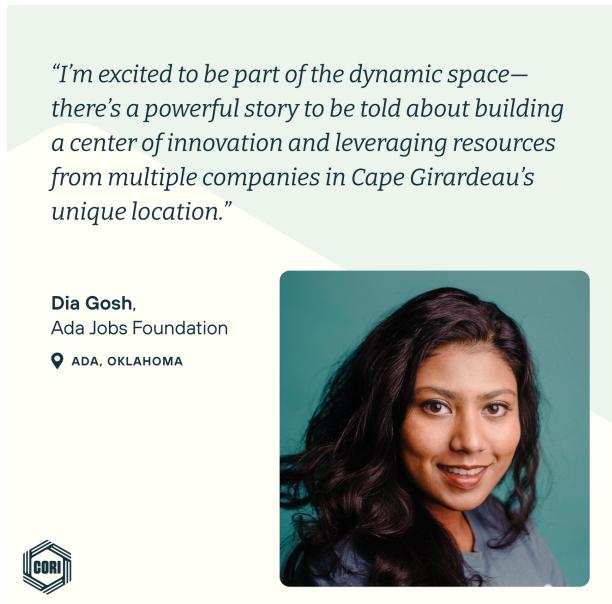
Facebook@2x



Twitter@2x

Social Graphics

Quote Graphic



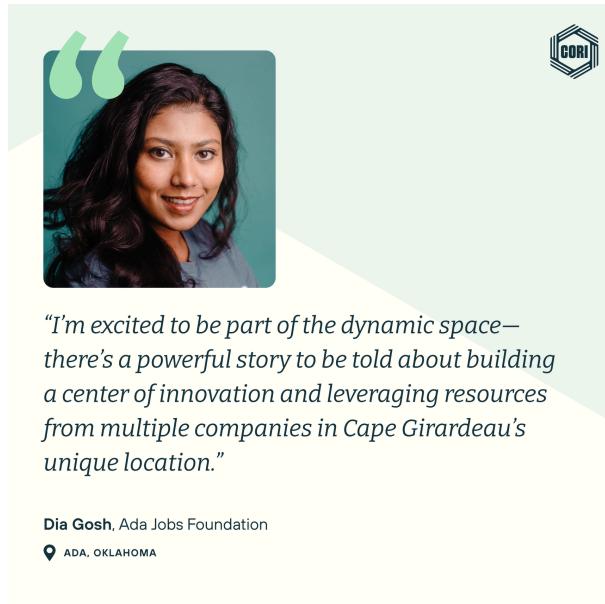
Instagram post - Quote 4@2x



Instagram post - Quote 3@2x



Instagram post - Quote 2@2x



Instagram post - Quote 1@2x

Statistic Graphic



Instagram post - Statistic@2x

Blog Post Graphic



Instagram post - Blog Title and Photo@2x

Email Newsletters

Newsletter Samples



Center
on Rural
Innovation

Newsletter Header 4@2x



Center
on Rural
Innovation

Newsletter Header 3@2x



Center
on Rural
Innovation

Newsletter Header 6@2x



Center
on Rural
Innovation

Newsletter Header 5@2x



Center
on Rural
Innovation

Newsletter Header 2@2x

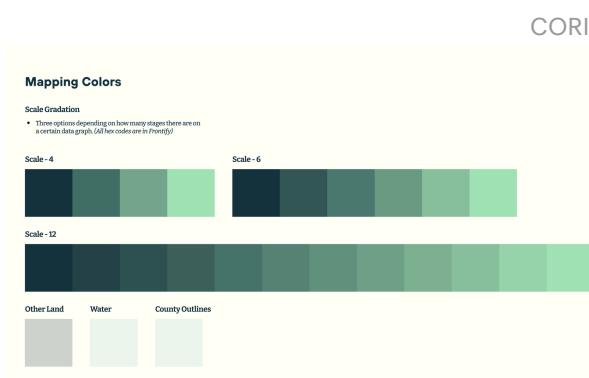
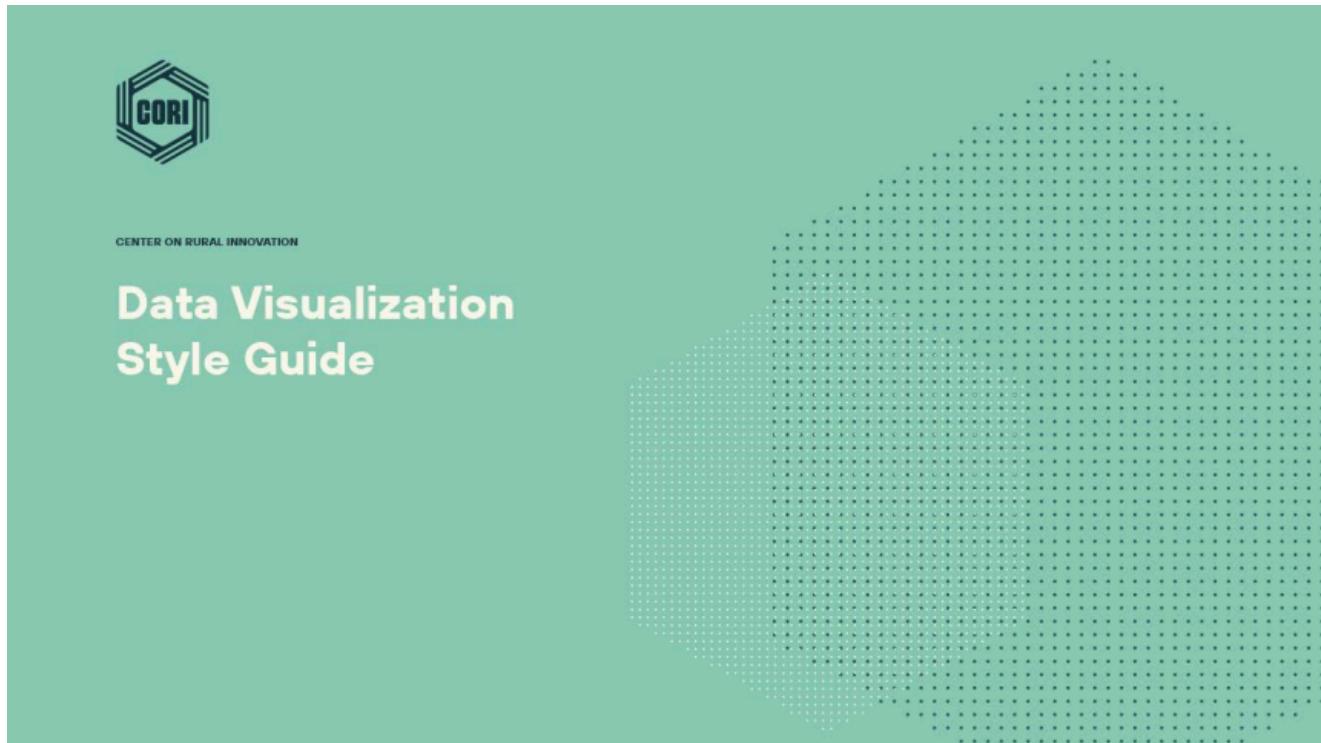


Center
on Rural
Innovation

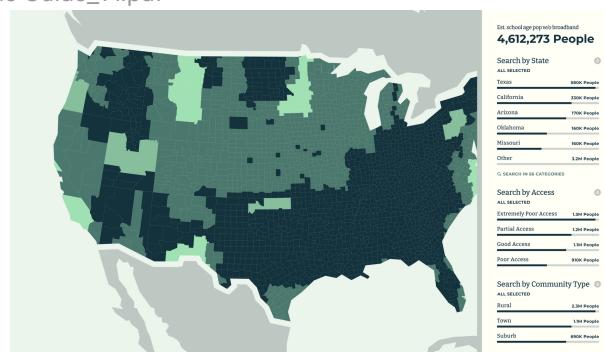
Newsletter Header 1@2x

Data visualization style guide

Visualization guidelines

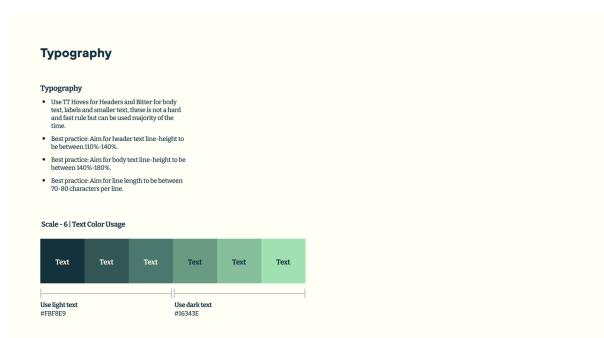


CORI_Style Guide_v1.pdf



Slide 2@2x

Slide 3@2x



Branding Guidelines Deck (Slides & PDF)



CORI - Mapping & Data Viz.pdf.zip

5 MB - zip

Sequential Mapping Color Palettes

Use when the variable assigned to be colored is numeric or has inherently ordered values.

Colors are assigned to data values in a continuum. See examples below.

Teal - Scale 4

Color Palette for four color scales on Carto.

	1	HEX #16343E	RGB 22,52,62
	2	HEX #456E66	RGB 69,110,102
	3	HEX #74A88D	RGB 116,168,141
	4	HEX #A3E2B5	RGB 163,226,181

Teal - Scale 6

Color Palette for six color scales on Carto.

	1	HEX #16343E	RGB 22,52,62
	2	HEX #325756	RGB 50,87,86
	3	HEX #4E7A6E	RGB 78,122,110
	4	HEX #6B9C85	RGB 107,156,133
	5	HEX #87BF9D	RGB 135,191,157
	6	HEX #A3E2B5	RGB 163,226,181

Teal - Scale 12

Color Palette for twelve color scales on Carto.

	1	HEX #16343E	RGB 22,52,62
	2	HEX #234449	RGB 35,68,73
	3	HEX #305454	RGB 48,84,84
	4	HEX #3C635E	RGB 60,99,94
	5	HEX #497369	RGB 73,115,105
	6	HEX #568374	RGB 86,131,116
	7	HEX #63937F	RGB 99,147,127
	8	HEX #70A38A	RGB 112,163,138
	9	HEX #7DB395	RGB 125,179,149
	10	HEX #89C29F	RGB 137,194,159
	11	HEX #96D2AA	RGB 150,210,170
	12	HEX #A3E2B5	RGB 163,226,181

Sub-Brand Color Palette Example (RIN)

Color Palette for four color scales on Carto using the RIN color palette. To create additional sub-brand color palette scales, use the darkest color and the lightest color from the palette.

	1	HEX #B11A00	RGB 177,26,0
	2	HEX #CB563D	RGB 203,86,61
	3	HEX #E4927B	RGB 228,146,123
	4	HEX #FECEB8	RGB 254,206,184

Sub-Brand Color Palette Example (RII)

Color Palette for four color scales on Carto using the CIF color palette. To create additional sub-brand color palette scales, use the darkest color and the lightest color from the palette.

	1	HEX #130332	RGB 19,3,50
	2	HEX #382854	RGB 56,40,84
	3	HEX #5D4E76	RGB 93,78,118
	4	HEX #817398	RGB 129,115,152
	5	HEX #A699BA	RGB 166,153,186
	6	HEX #CBBEDC	RGB 203,190,220

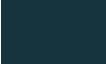
Qualitative Mapping Color Palettes

Use a qualitative palette when the variable is categorical in nature.

The colors assigned to each group need to be distinct. See examples below.

Try to keep qualitative color palettes to 10 colors or less.

Qualitative Color Palette 1

	Dark Teal	HEX #16343E	RGB 22,52,62
	Emerald	HEX #00835D	RGB 0,131,93
	Bright Gold	HEX #FFE473	RGB 255,228,115
	RIN Orange	HEX #E74F2A	RGB 231,79,42
	RISI Blue	HEX #234FBF	RGB 35,79,191
	CIF Mid Teal	HEX #06BCCB	RGB 6,188,203
	RII Mid Purple	HEX #7658A2	RGB 118,88,162

Divergent Mapping Color Palettes

Use a divergent color palette, if the numeric variable has a meaningful central value, like zero.

A diverging palette is essentially a combination of two sequential palettes with a shared endpoint sitting at the central value. Values larger than the center are assigned to colors on one side of the center, while smaller values get assigned to colors on the opposing side.

See example below.

Divergent Color Palette 1

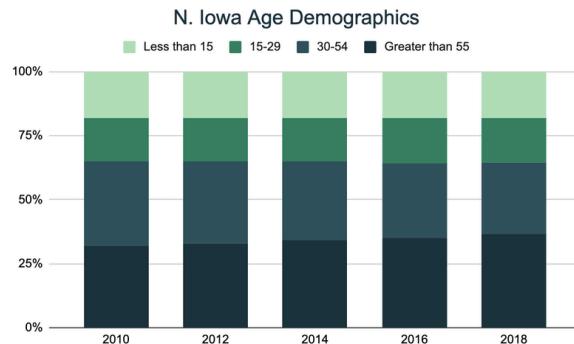
This palette uses the teal sequential palette 4, the light cool color for a midpoint, and the RIN orange sequential palette 4.



Graphs & Charts

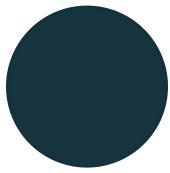
Google Sheets Template:

[https://docs.google.com/spreadsheets/d/1bnNOrdEP-mT5ljFj9p6PkIgj2JN_wyGdBmx-JaYTK7o/edit?
usp=sharing](https://docs.google.com/spreadsheets/d/1bnNOrdEP-mT5ljFj9p6PkIgj2JN_wyGdBmx-JaYTK7o/edit?usp=sharing)

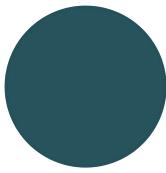


Google Graph Color Set - Primary Content

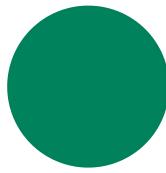
Use this color set for CORI related graphs and charts.



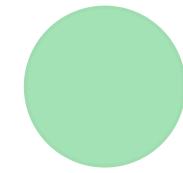
Dark Teal



Teal



Emerald



Bright Mint

#16343E

22,52,62

#26535C

38,83,92

#00835D

0,131,93

#A3E2B5

163,226,181

For any graphs/charts that are solely about a CORI subbrand (RISI, RIN, CIF, RII), please use that subbrand's color palette which can be found under the *Basics - Color Palettes* tab.