YARC Branding Guide

Updated January 2019

Typography

Heading 1: Roboto Slab 28pt Bold

Heading 2: Roboto Slab 24pt Normal

Heading 3: Roboto 20pt Medium

Heading 4: Roboto 18pt Medium Italic

Heading 5: Roboto 16pt Normal

Heading 6: Roboto 15pt Normal Italic

Body text: Roboto 12pt Normal

Serif: EB Garamond 13pt Normal

Colors

Use these colors whenever possible.

Primary	*Light Primary*	*Secondary*
#451EA6	#7415E3	#3D69DE
RGB: 69, 30, 166	RGB: 116, 21, 227	RGB: 61, 105, 222
CMYK: 58, 82, 0, 35	CMYK: 49, 91, 0, 11	CMYK: 73, 53, 0, 13

Accent 1	*Accent 2*	*Accent 3*
#32B1EE	#B5070A	#3CB78F
RGB: 50, 200, 255	RGB: 181, 7, 10	RGB: 155, 240, 176
CMYK: 80, 22, 0, 0	CMYK: 0, 96, 94, 29	CMYK: 35, 0, 27, 6

White	*Grey*	*Black*
#F2F2F2	#737373	#121212
RGB: 242, 242, 242	RGB: 115, 115, 115	RGB: 18, 18, 18
CMYK: 0, 0, 0, 0	CMYK: 0, 0, 0, 55	CMYK: 0, 0, 0, 100

Logos

Vector versions of these logos are available at https://yarc.world/logos.
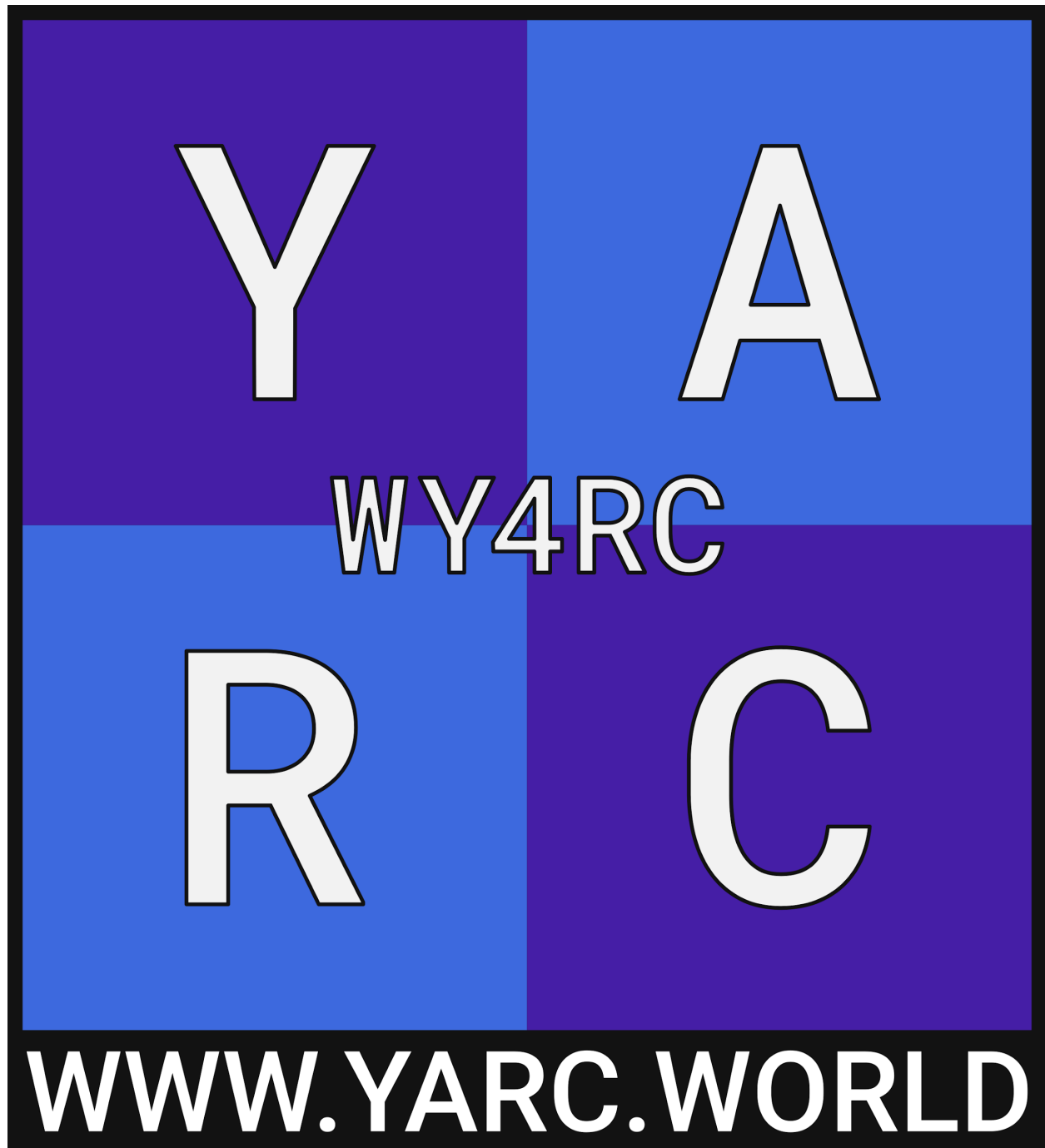
Large

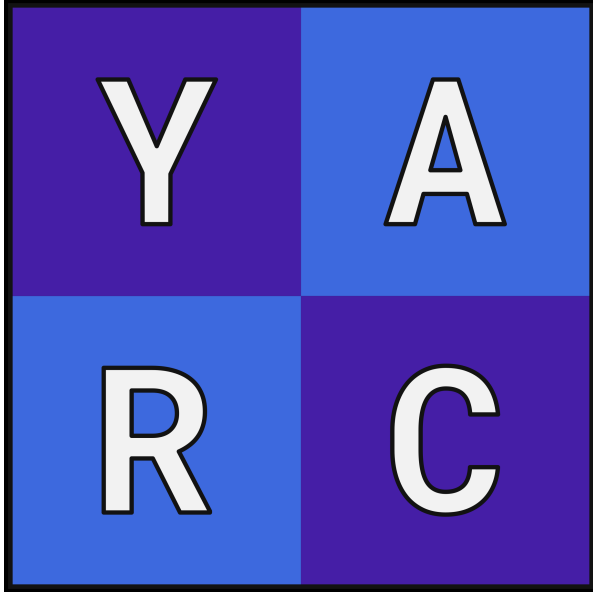Use this when the "WY4RC" is large enough to easily read.
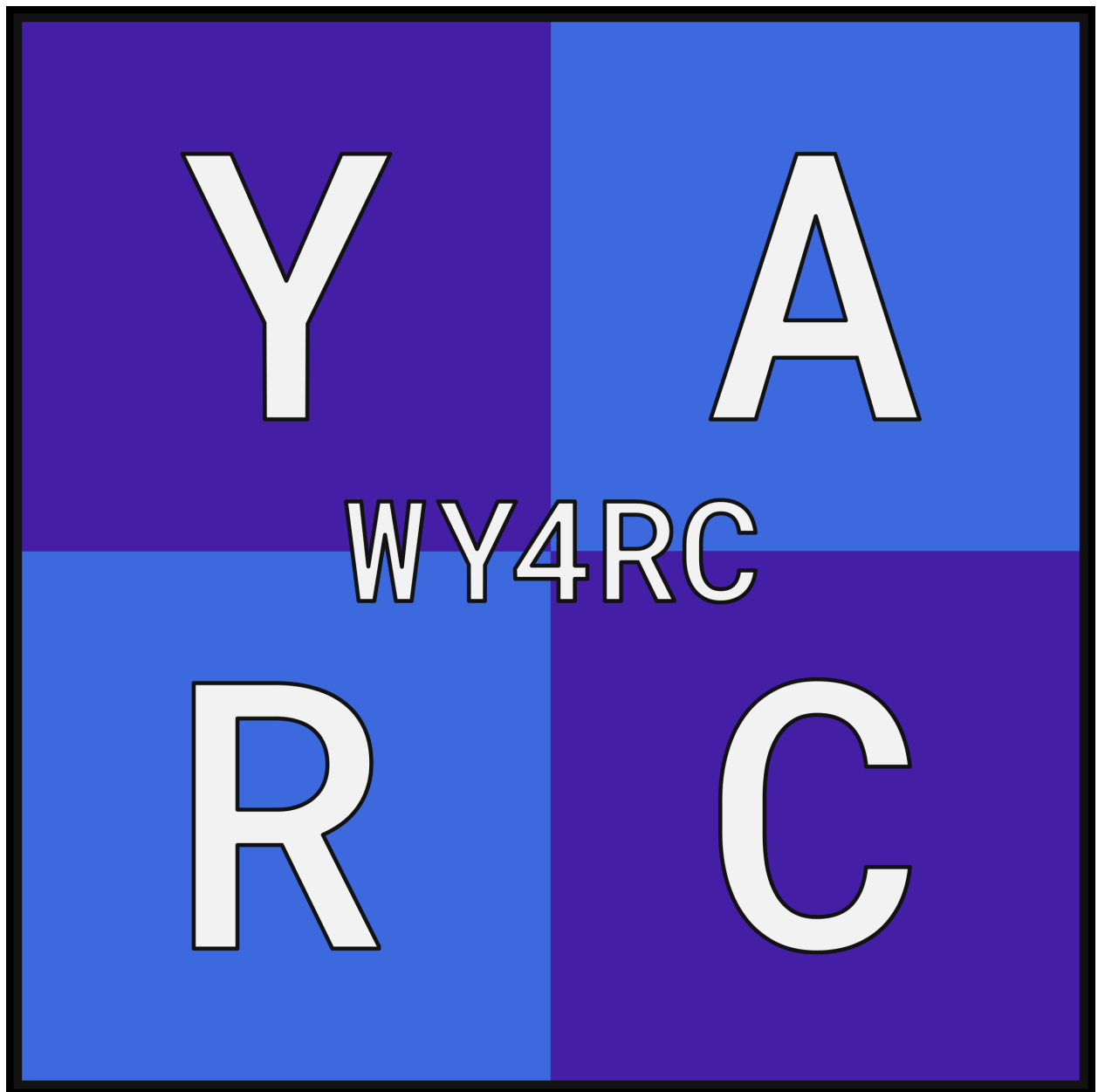
Promotional

The Large Logo can also include the YARC web address.

Small

Use this when the "WY4RC" in the Large Logo is not reasonably readable.

Monochrome

Use this in simple and monochrome contexts (e.g. print). It should *only* be used in the official white and black colors digitally. In print, use full black and full white.