



CENTRALINA
REGIONAL COUNCIL

SHORTHAND
BRAND STANDARDS
2020

PARENT LOGO:



PRIMARY
VERTICAL LOGO:
minimum size
.75" x .5"



SECONDARY
HORIZONTAL LOGO:
minimum size
1.1" x .3"

"C" ICON:



PRIMARY
"C" ICON:
minimum size
.25"



SECONDARY
SOLID "C" ICON:
minimum size
.25"

DEPARTMENT LOGOS:



minimum size: .25"

COLORS

Primary colors are for all Centralina materials (especially formal pieces; business forms, estimates, letterhead, etc.). Secondary colors are for accents in proposals, social tiles, blog graphics, etc. Tertiary colors should only be used if more variations are needed in graphs/charts.

Primary



RGB | 45, 41, 99
CMYK | 97, 97, 30, 21
HEX | #2d2963



RGB | 109, 110, 133
CMYK | 0, 0, 0, 70
HEX | #6d6e71



RGB | 170, 45, 113
CMYK | 34, 96, 28, 3
HEX | #aa2d71



RGB | 0, 156, 137
CMYK | 82, 16, 55, 1
HEX | #009c89



RGB | 3, 101, 177
CMYK | 92, 62, 0, 0
HEX | #0365b1



RGB | 234, 88, 49
CMYK | 3, 81, 91, 0
HEX | #ea5831

Secondary



RGB | 68, 187, 194
CMYK | 66, 3, 26, 0
HEX | #44bbc2



RGB | 239, 146, 47
CMYK | 3, 50, 93, 0
HEX | #ef922f



RGB | 209, 211, 212
CMYK | 0, 0, 0, 20
HEX | #d1d3d4

Tertiary



RGB | 179, 66, 37
CMYK | 21, 86, 100, 12
HEX | #b34225



RGB | 68, 67, 123
CMYK | 86, 84, 24, 9
HEX | #44437b



RGB | 130, 29, 88
CMYK | 45, 100, 39, 20
HEX | #821d58

TYPOGRAPHY

MONTERRAT (Multiple Variations)
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890,.**?!@#\$%^&*()**

Montserrat (Multiple Variations)
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890,.**?!@#\$%^&*()**

Kalam (Multiple Variations)
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890,.**?!@#\$%^&*()**

USES:

UPPERCASE

- Headlines (Bold)
- Subheadings (SemiBold)
- Large text call outs (Regular or Medium)

USES:

Sentence Case

- Body copy (Light or Regular)
- Captions (Regular)

USES:

Sentence Case Only

- Accent words (Regular or Bold)