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Brand Style Guides



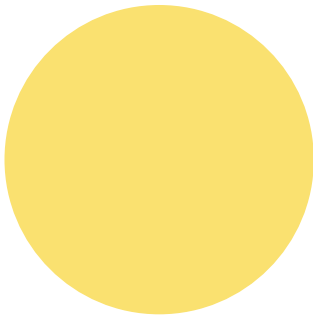
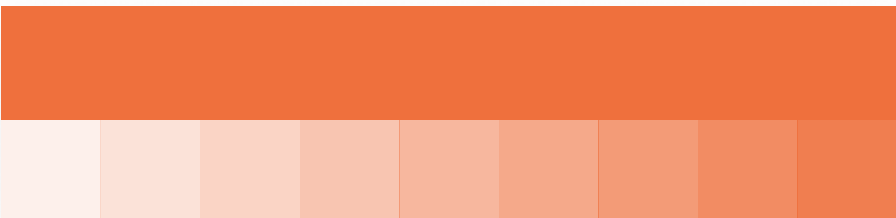
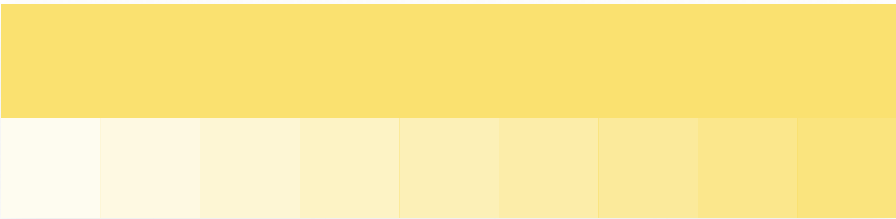
For State Senate

COLORS

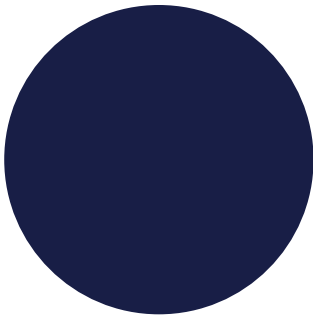
Main Colors

The main color palette will cover the majority of your needs.
It's intentionally small in variety so as to not dilute the brand
visuals, which adds confusion.

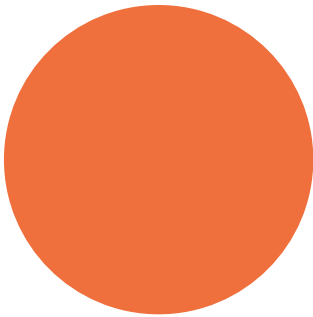
Main Color Shades



C: 0% R: 250
M: 10% G: 225
Y: 54% B: 112
K: 2% #FAE170



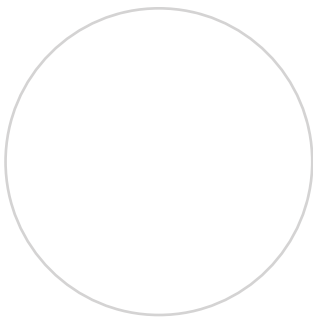
C: 18% R: 24
M: 16% G: 30
Y: 0% B: 70
K: 73% #181E46



C: 0% R: 239
M: 50% G: 112
Y: 70% B: 61
K: 6% #EF703D



C: 5% R: 238
M: 4% G: 238
Y: 4% B: 238
K: 0% #EEEEEE

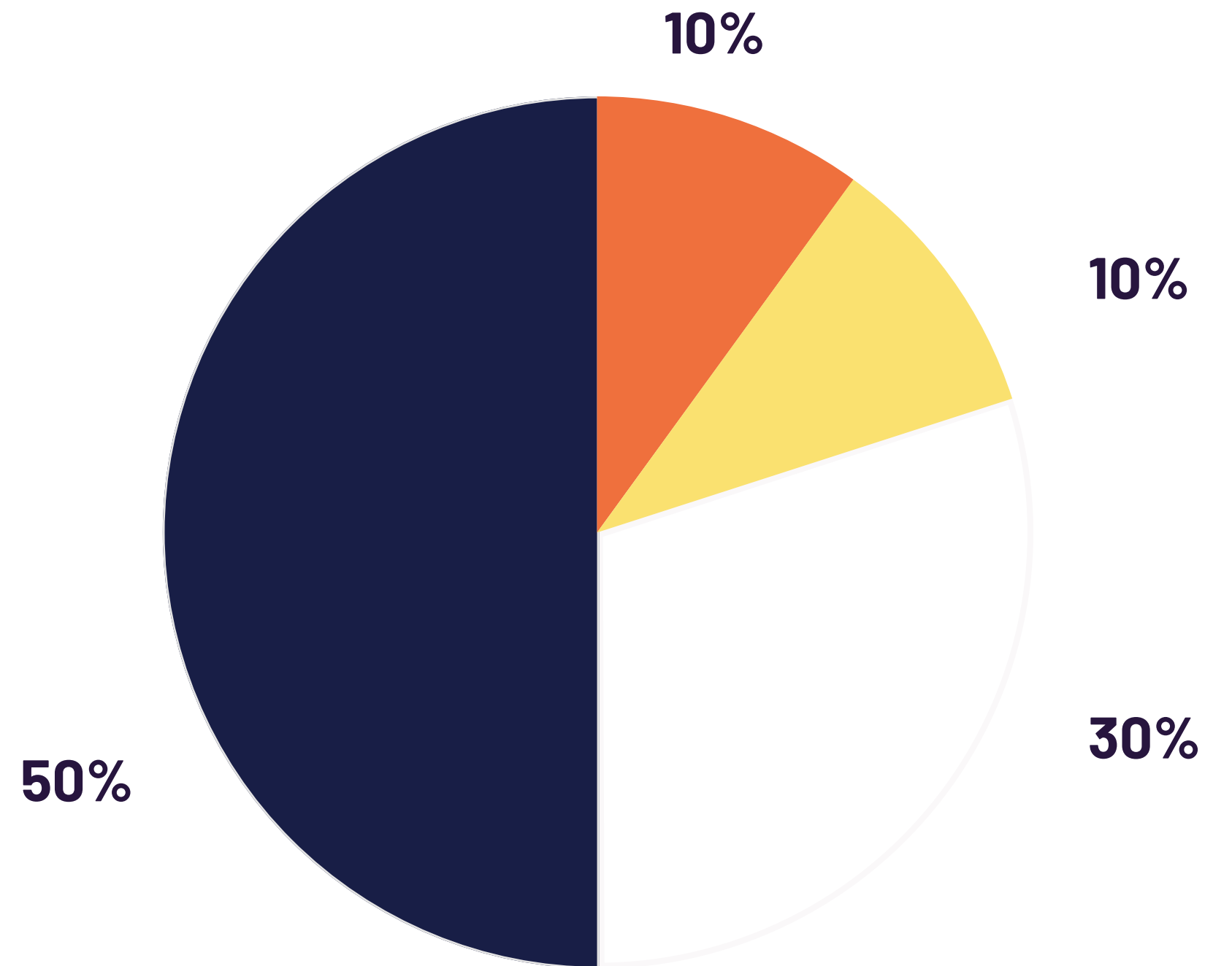


C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF

COLORS

Color Usage

Use navy Orange & Yellow sparingly to highlight things or in call to action buttons. Use White in Illustrations, UI screens, callouts etc.



LOGO

Logo

The top logo with the white stroke should be used for dark backgrounds and laying over imagery and videos.

The bottom logo should be used for lighter backgrounds and letterhead.

