

ORANGE COUNTY VOTE CENTERS STYLE GUIDE



Logo & Usage



Logo

The current logo consists of the 'VOTE CENTERS' icon and the words 'ORANGE COUNTY' and 'ARRIVING • 2020'. The 'ARRIVING • 2020' element is subject to change.

Safe Area

The logo should always have an uncluttered clearance space around it in all communications - 'Safe Area'. The inner white area indicates the safe area. This area must be kept free of other elements. The gray padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos Safe Area; personal bubble.

Logo Specifications

Minimum Logo Height

The minimum logo size that is readable for print is .5" high.



.5"

Logo Alternatives

One-color alternative of either black or white is available when necessary.



DO NOT Abuse the Logo



DO NOT change fonts or colors



DO NOT stretch or resize



DO NOT crop logo



DO NOT stretch or rotate logo

Element Colors



Yellow

C05 M36 Y73 K0
HEX# F09F39
R240 G159 B057



Gray

C19 M15 Y16 K0
HEX# CCCCCC
R204 G204 B204



Green

C86 M43 Y100 K49
HEX# 144920
R020 G073 B032

Font Colors



Black

C00 M00 Y00 K100
HEX# 231F20
R035 G031 B032



Black (80%)

C00 M00 Y00 K100
HEX# 231F20
R035 G031 B032



Yellow

C05 M36 Y73 K0
HEX# F09F39
R240 G159 B057

Font Use

Avenir Next Condensed - Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()-=+

Used for headers and titles only

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()-=+

Entire family may be used for copy

Matthan Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()-=+

PowerPoint/Keynote presentations only