



BRANDING GUIDELINES

#THERESA STORY HERE

CRAWFORD COUNTY VISITORS BUREAU

Visit Crawford Logo



Full Color Logo



All White Logo

Logo Usage



Use color logo on white background only



Do not use color logo on colored background



Use white logo on color background or over high contrast photo



Color Palette

Primary Color Palette

#00548b
CMYK: 99, 57, 18, 2
RGB: 0, 84, 139

#0199fb
CMYK: 96, 17, 0, 0
RGB: 1, 153, 251

#00be63
CMYK: 80, 0, 74, 0
RGB: 0, 190, 99

#ff8e00
CMYK: 0, 44, 92, 0
RGB: 255, 142, 0

Secondary Color Palette

#f7b917
CMYK: 0, 23, 89, 0
RGB: 247, 185, 23

#212120
CMYK: 70, 64, 64, 65
RGB: 33, 33, 32

THERE'S A STORY HERE

Fonts

Headline Copy - Montserrat ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Subheaders - Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Body Copy - Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Color Palette

#0925bf

CMYK: 95, 80, 0, 0
RGB: 9, 37, 191

#53d5f4

CMYK: 56, 0, 8, 0
RGB: 83, 213, 244

#63e08f

CMYK: 55, 0, 52, 0
RGB: 99, 224, 143

#ffc32e

CMYK: 0, 20, 80, 0
RGB: 255, 195, 46

#27282e

CMYK: 74, 66, 56, 52
RGB: 39, 40, 46

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