# WAYNE COUNTY FOUNDATION

## STYLE GUIDE FOR BRANDING IN PRINT AND ON THE INTERNET

CONTACT:  ALEX PAINTER

WAYNE COUNTY FOUNDATION

765-962-1638

ALEX@WAYNECOUNTYFOUNDATION.ORG

## BRANDING YOUR IDENTITY

- Color
- Style
- Font
- Consistency

## WAYNE COUNTY FOUNDATION LOGO

### File formats and their intended use:

**.ai and eps are vector files** may be scaled to any size.

These files are often requested by professional print houses as well as companies needing a VERY clear image of your logo. These files have a transparent background.

**jpg and png files are bitmapped files** and may be used no larger than supplied for clarity.

This file is used for social media, website, blog, e-newsletters. It also prints pretty clearly as long as it is not increased in size. png file has a transparent background.

## FONTS - TYPEFACE

Headings:

JaguarJC    abcdefghijklmnopqrstuvwxyz  1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Text: To Be Determined

**Suggestions:** Calibri, Cambria, Candara, Arial

## WORDMARK



## LOGO IN VARIOUS FORMATS

If you wish to use print the logo in one color, you should use black or grayscale (provided below) or one of the Pantone colors listed on the next page. Do keep the original proportions of the logo. Do not stretch or condense it.

**Black**



**Grayscale**

## PANTONE AND CMYK COLOR

Pantone Matching System (PMS) and other color formulas.

**Pantone:  Light Blue 549C**
Color values:

| | |
|---|---|
| RGB | 107 164 184 |
| HEX/HTML | 6BA4B8 |
| CMYK | 56 8 9 21 |

**Pantone:  Green 376C**
Color values:

| | |
|---|---|
| RGB | 132 189 0 |
| HEX/HTML | 84BD00 |
| CMYK | 54 0 100 0 |

**Pantone:  Medium Blue 5405C**
Color values:

| | |
|---|---|
| RGB | 79 117 139 |
| HEX/HTML | 4F758B |
| CMYK | 68 35 17 40 |

**Pantone:  Gray 432C**
Color values:

| | |
|---|---|
| RGB | 51 63 72 |
| HEX/HTML | 333F48 |
| CMYK | 65 43 26 78 |