



# WAYNE COUNTY FOUNDATION

STYLE GUIDE FOR BRANDING IN PRINT AND ON THE INTERNET

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## BRANDING YOUR IDENTITY

- Color
- Style
- Font
- Consistency

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## 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.

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## FONTS - TYPEFACE

Headings:

Jaguar)C    abcdefghijklmnopqrstuvwxyz 1234567890  
              ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Text: To Be Determined

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

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## WORDMARK



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## LOGO IN VARIOUS FORMATS

The logo can be printed in any color you wish. It is suggested that if you use one color, you use black, grayscale 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





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## 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