



# 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:

JaguarJC abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNPQRSTUVWXYZ

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