BRAND GUIDELINES ONE-PAGER

⤓ Download logo files

Our campaign is driven by grassroots supporters like you, and while we're offering some design tips here, please remember this: Consistency can be helpful, but it's far more important that the stuff you're creating comes from the heart, and captures the spirit of the campaign.

LOGO TIPS

Size and clear space

Our primary logo includes the URL below the underline. You can use the simplified logo– without the URL– when working in very big or very small sizes. Try to maintain some clear space around the logo, shown here as about the width of the E.

Color combinations

In most cases, you can set the logo against a white or a *Liberty Green* background. When placing the logo on navy, set the "WARREN" wordmark and URL in white and the under-line in *Liberty Green*. The logo may also be set in a single color, as shown in lower left.

Make sure it's readable

Below are some of the main things to avoid. Don't set the logo in *Liberty Green* against a white background or against a photo background as these pose problems for readability and accessibility. Try not to stretch or add elements to the logo.

COLOR PALETTE

Liberty Green is at the heart of our color palette. By averaging dozens of real-world color samples from the *Statue of Liberty* itself, it complements the strong reds, whites, blues, and grays that do much of the heavy lifting. It connects us to what the *Statue of Liberty* has stood for: originally a gift to celebrate Emancipation, and later an icon of immigration and humanitarian ideals, the color is a reminder of what America can be at its best.

Every design we create should contain either Liberty Green or Navy or a combination of them. Use Red sparingly as an accent color and never for full backgrounds.

To make sure our designs are accessible for viewers, we adhere to the **WCAG 2.0 guidelines** around color contrast for text.

Note: Below each swatch at right are the colors you can pair it with when designing with type. "AAA" pairs have the highest contrast, and "AA" the second highest; both may be used. Never use Liberty Green text on a white background, or vice versa.

Liberty Green
#B7E4CF
RGB: 183 / 228 / 207
CMYKc: 30/0/18/0
PMS: 566c

AAA: Navy, Dark Gray
AA: Red

Navy
#232444
RGB: 35 / 36 / 68
CMYKc: 100/92/29/18
PMS: 281c

AAA: White, Liberty Green
AA: Red

Red
#B61B28
RGB: 182 / 27 / 40
CMYKc: 0/100/72/0
PMS: 199c

AA: White, Liberty Green

White
#FFFFFF
RGB: 255 / 255 / 255

AAA: Navy, Dark Gray
AA: Red

Dark Gray
#171717
RGB: 23 / 23 / 23

AAA: Liberty Green, White

TYPE

Our main typefaces are H&Co's *Ringside* and Darden Studio's *Freight*, but In applications such as Google Slides and Docs, we use **Roboto Condensed Bold** for headlines, **Roboto Regular** for body copy, and **Spectral** for long blocks of text.

Headlines

ROBOTO CONDENSED BOLD ABCDEFGHIJKLMNOPQRST UVWXYZ 0123456789

Body Copy

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Serif

Spectral
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789