

Voices' Style Guide



Logo Placement

The official Voices logo (left) is the only logo to be used for external marketing and communications. The logo should have adequate space around it, and should not be distorted so that the text is illegible. The logo's colors and fonts should not be altered.

Alternate logos for placement on external documents (ie. all white logo and logo with white instead of black text) are only to be used on with senior leadership approval.

Fonts

The two fonts used in the Voices' logo are: Avenir Next (Demi Bold) and Museo Sans (700)

We use Avenir Next as our primary text. Calibri can be used as an alternate font.

Color Palette



Blue

c100, m0, y0, k0

r0, g174, b239

hex: 00AEEF



Orange

c0, m65, y100, k0

r244, g121, b32

hex: F47920



Yellow

c0, m35, y85, k0

r251, g176, b64

hex: FBB040



Gray

c0, m0, y0, k60

r128, g130, b133

hex: 808285



Black

c0, m0, y0, k100

r35, g31, b32

hex: 231F20



An alternate darker navy blue can be used in conjunction with Voices' primary color palette with the following values:

c100, m88, y33, k33

r24, g45, b89

hex: 182d59