Brand Guide

Logo:

Please use the logo as it appears and do not edit

Please use the logo in full color whenever possible

Don't overlap elements or text over logo

Slogan:

WYOMING WORKING TOGETHER

Use slogan in conjunction with the shop smart, shop safe logo

Please use the slogan as it appears and do not edit font or color

Fonts:

HANSIEF REGULAR

ABCDEFGHIJKLMNOP
QURSTUVWXYZ
1234567890

CHALAKH DEMO REGULAR

ABCDEFGHIJKLMNOPQURSTU
VWXYZ

Brand Guide

Colors:

Primary

#18457f
RGB:
24,69,127
CMYK:
81,46,0,50

#e7272a
RGB:
231,39,42
CMYK:
0,83,82,9

Secondary

#d9d9d9
RGB:
217,217,217
CMYK:
0,0,0,15

#5eb9f4
RGB:
94,185,244
CMYK:
61,24,0,4

#545454
RGB:
84,84,84
CMYK:
0,0,0,67

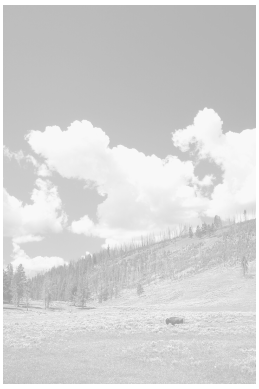
Shapes:

Rounded
Solid

Rounded
Frame

Dotted lines

Imagery:



black and white imagery lightened with white or blue overlay

Use images that relate to your community such as landscapes, local streets, local businesses etc.