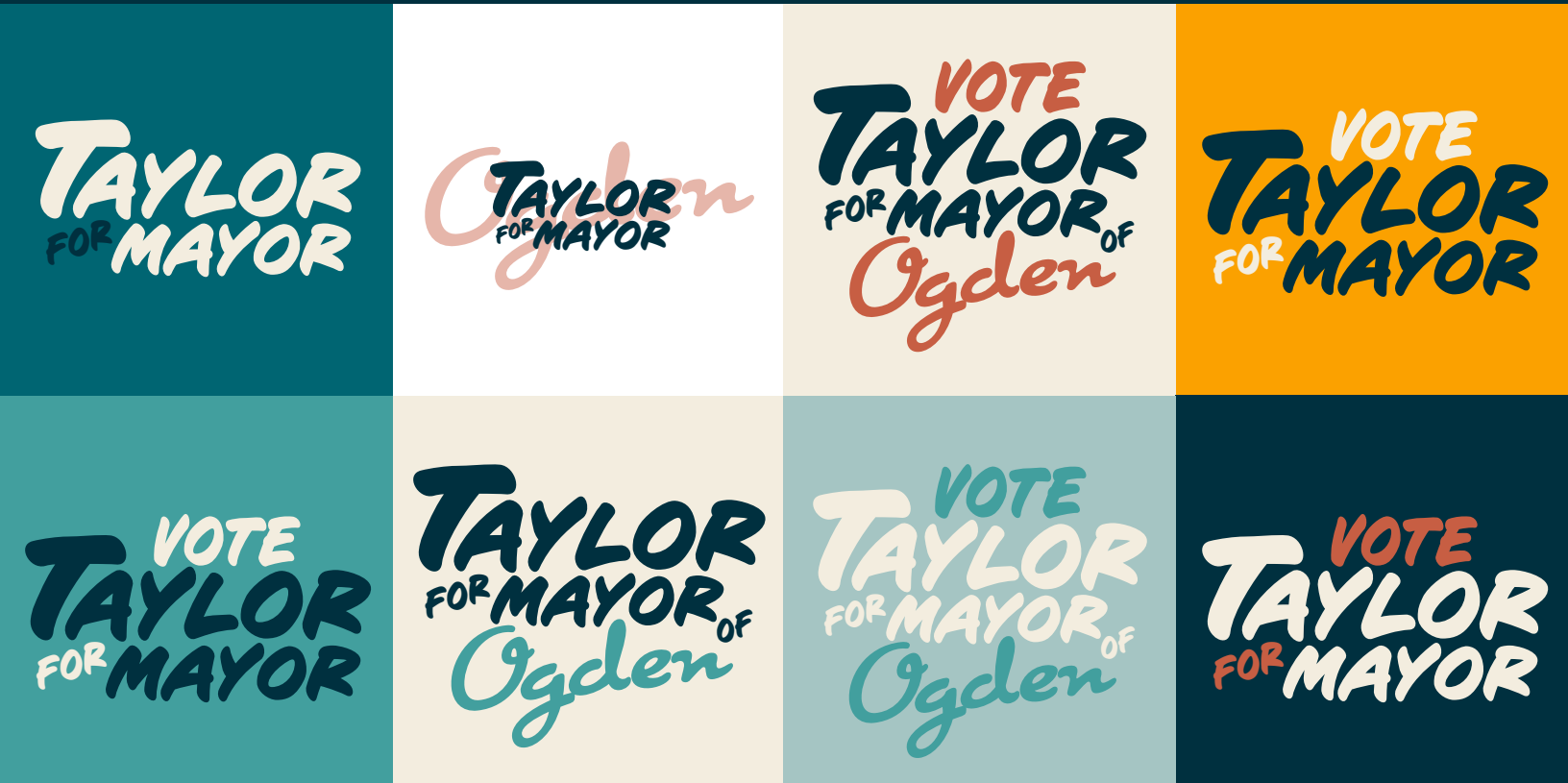


# TAYLOR FOR MAYOR

## CAMPAIGN STYLE AND LOGO GUIDE



## Typography

CCSignLanguage is a bold voice for the campaign, it was chosen so that anyone could write or make their own support posters. Open Font was chosen as a complimentary font, use in regular and bold in sentences.

### CCSignLanguage

**AB** ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Bold/Bold Italic*

### Open Sans

**AB** ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Regular/Semibold/**Bold**/Extrabold

# LOGO CLEARSPACE & USE

## DEFINITION

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.

## MINIMUM SIZE

The minimum size for the logo is 1.5 inches at it's width.

## COMPUTATION

When in doubt, use the "R" in Taylor to eliminate overcrowding.

## COLOR USE

To ensure maximum impact and readability the **Primary Logo** is in three color combinations: Cream+Brick, Cream+Navy, Navy+Brick. **Secondary Logo 1** has Ogden behind in Light Teal, Medium Teal, and Brick, at opacity 45% or the lightest color seen. **Secondary Logo 2** color combinations, Light Teal+Cream, Medium Teal+Navy and Navy+Brick.

## PRIMARY LOGO

Print Material, Mailers, Walk Cards, Emails, Email Signatures, Graphics, Endorsements, Yard Signs, Stickers, T-shirts

Cream + Brick  
on Navy Background



Cream + Navy  
On Medium Teal Background



Navy + Brick  
On Cream Background



## SECONDARY LOGOS (1 & 2)

Social Media Headers and Profile Pictures, Stickers, T-shirts, Buttons

Navy + Brick + Light Teal



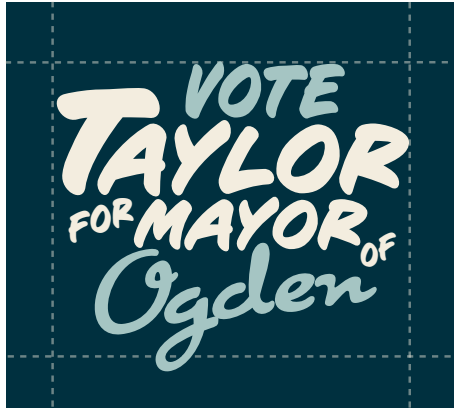
Navy + Brick + Medium Teal



Navy + Brick



Cream + Light Teal  
On Navy Background



Navy + Medium Teal  
On Cream Background



Navy + Brick  
On Cream Background



# COLORS & BEST USE



## NAVY

CMYK : 96 69 53 52  
HSB : 193% 100% 24%  
RGB : 00303f

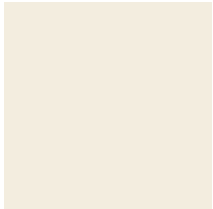
## NAVY

This color is best for Text and Backgrounds.

### Lorem ipsum

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### Lorem ipsum



## CREAM

CMYK : 4 5 11 0  
HSB : 40% 7% 95%  
RGB : f3eddf

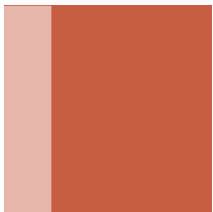
## CREAM + BRICK + YELLOW

These colors are best used as support and background colors to provide the best contrast.

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### Lorem ipsum



## BRICK

CMYK : 17 75 79 4  
HSB : 11% 66% 78%  
RGB : c75e43

## BRICK + YELLOW

These colors are best for calls to actions, overlays and backgrounds.

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### Lorem ipsum



## YELLOW

CMYK : 0 42 100 0  
HSB : 38% 100% 98%  
RGB : fba100

## CREAM

This color is best used for high contrast font and backgrounds.

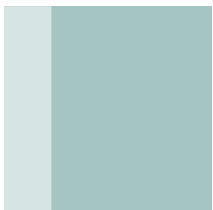
## YELLOW

This his color is great for the Navy +Cream Logo for buttons and stickers.

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## LIGHT TEAL

CMYK : 36 11 22 0  
HSB : 175% 16% 77%  
RGB : a5c5c3

## THE TEALS

These colors are calming and supportive of the whole color palette. Great for backgrounds, overlays, t-shirts and stickers.

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## MEDIUM TEAL

CMYK : 73 19 40 1  
HSB : 179% 58% 62%  
RGB : 429f9e

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## DARK TEAL

CMYK : 91 46 45 18  
HSB : 186% 100% 44%  
RGB : 006572

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### Lorem ipsum

## LOGO USE FOR YARD SIGN

Yard sign dimensions are typically 24"x18" (2 feet wide and 1 ½ feet tall), some come in 24"x24" or 36"x24". These are the recommended logo uses for three yard sign sizes.



Yard signs need to be highly visible and not blend in with their surroundings.

**24"x18"**



While this example shows the full logotype it could potentially blend into a snowy background

**24"x24"**



Clearspace on a yard sign is reduced slightly to increase readability from a distance.

**36"x24"**