

BRAND STYLEGUIDE



PRIMARY LOGO



REVERSE COLOR



REVERSE WHITE



REVERSE PURPLE



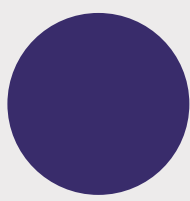
LOGOMARK



LOGOTYPE

Dreamers are **Arizona kids**.
Vote **YES** to support our students!

COLORS



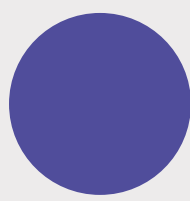
HEX #392C6B
RGB 57,44,107
CMYK 93,97,27,15



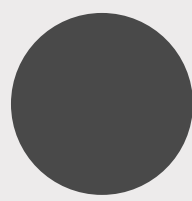
HEX #FFBD16
RGB 255,189,22
CMYK 0,28,98,0



HEX #00A086
RGB 0,160,134
CMYK 81,13,59,1



HEX #504D9B
RGB 80,77,155
CMYK 82,81,3,0



HEX #FFBD16
RGB 255,189,22
CMYK 0,28,98,0

FONTS

Bree Serif
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Titles, Callout Font
This is a Title
Dreamers are Arizona kids.

Ubuntu
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headers, Button Text
This is a Header
Who we are.

Asap
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text
Proposition 308 would provide
college in-state tuition rate to all
Arizona high school graduates.

INSTAGRAM

