

2019 BRAND GUIDELINES

A stylized, dark gray illustration of a classical building with a central portico supported by columns and a pediment with a flag on top. The building has two rows of windows on each side of the portico.

BARBARA LEE POLITICAL OFFICE

BLPO

Font Guidelines

Glacial Indifference

Looks like

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?<>

Primary font

Use for all materials, bolded in headings and in caps as needed

Raleway

Looks like

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?<>

Secondary font

Use as secondary font in all materials

SIX CAPS

LOOKS LIKE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+="':?<>

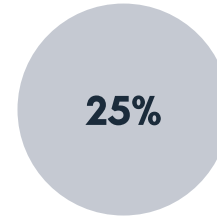
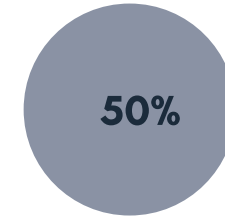
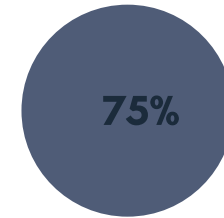
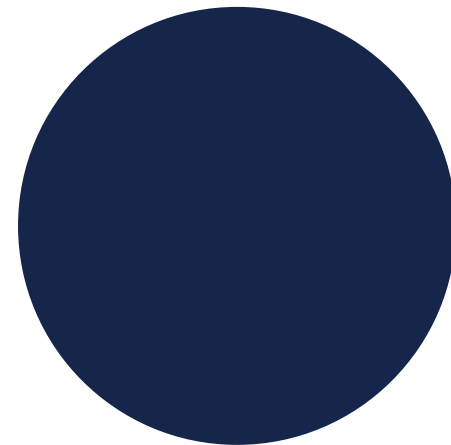
SECONDARY FONT

USE IN GRAPHICS ONLY

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Brand colors

Primary Brand Colors:

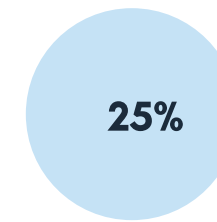
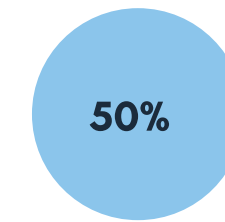
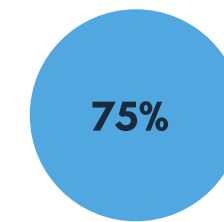
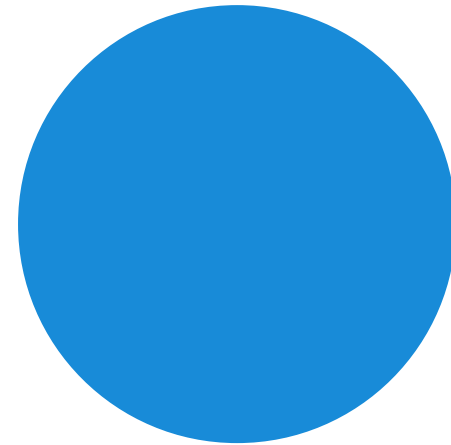


HEX: #15264a

RGB: 21, 38, 74

Pantone: 282 C

CMYK: 72, 49, 0, 71

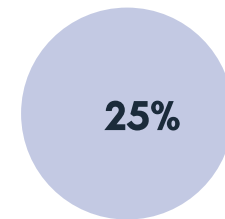
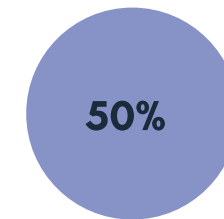
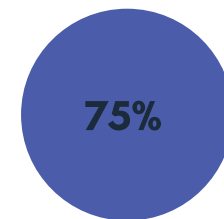
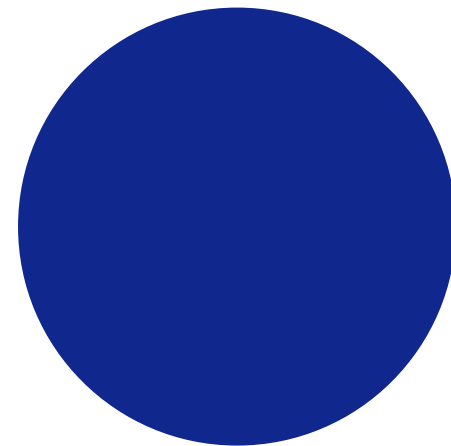


HEX: #188bd8

RGB: 24, 139, 216

Pantone: Process
Blue C

CMYK: 89, 36, 0, 15



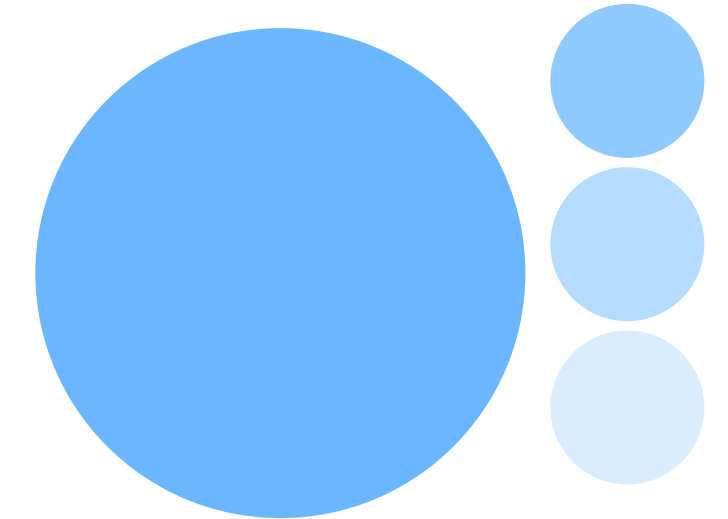
HEX: #10288e

RGB: 16, 40, 142

Pantone: 662 C

CMYK: 89, 72, 0, 44

Secondary Colors:

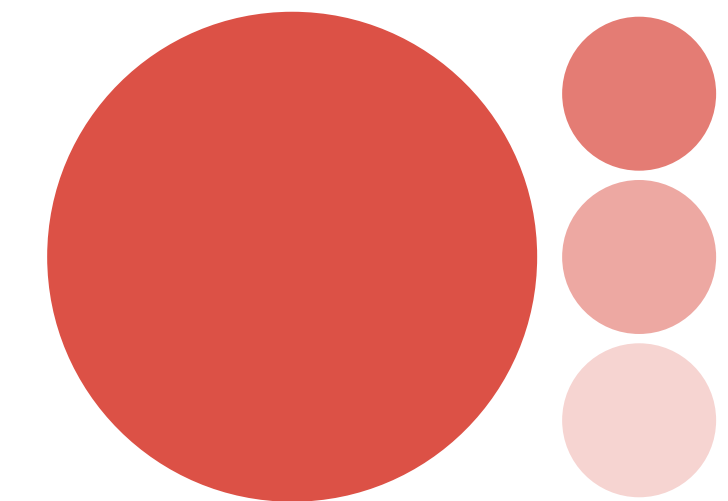


HEX: #6bb7fd

RGB: 107, 183, 253

Pantone: 292 C

CMYK: 58, 28, 0, 1



HEX: #dc5146

RGB: 220, 81, 70

Pantone: 7625 C

CMYK: 0, 63, 68, 14

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Logos



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