


2020 BRAND GUIDELINES

GENDER ON THE BALLOT



A BARBARA LEE FAMILY FOUNDATION
+ WOMEN & POLITICS INSTITUTE AT
AMERICAN UNIVERSITY
PROJECT

FONT GUIDELINES

Montserrat

Looks like

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

Primary font
Use for all materials

Sifonn

Looks like

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

Secondary font

Siffon Outline

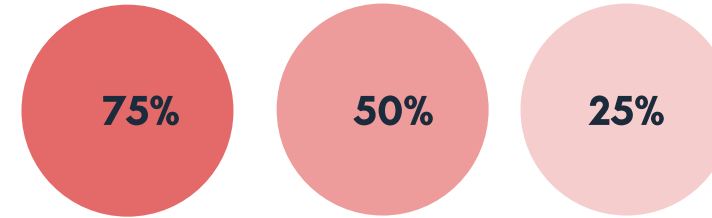
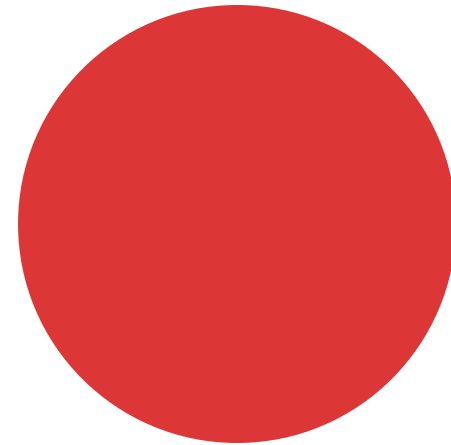
Looks like

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

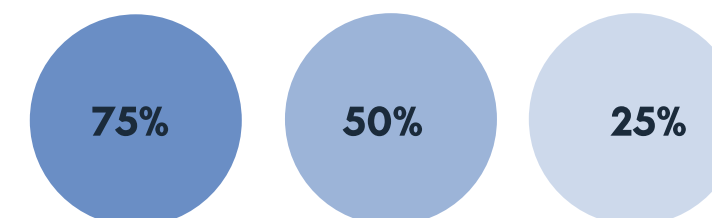
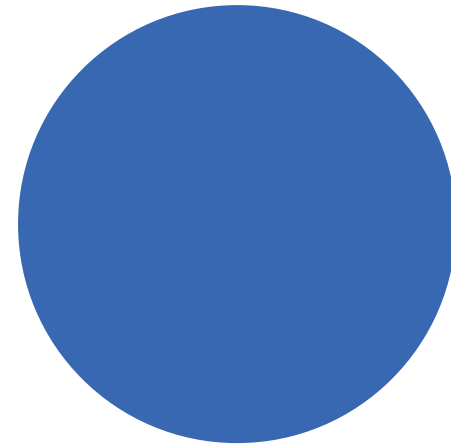
Secondary font

BRAND COLORS

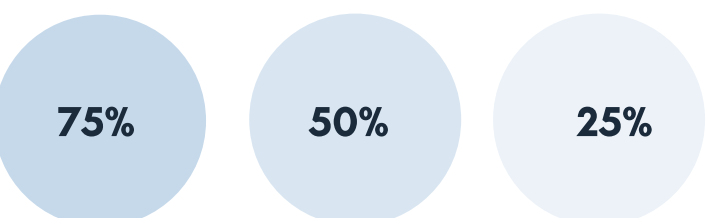
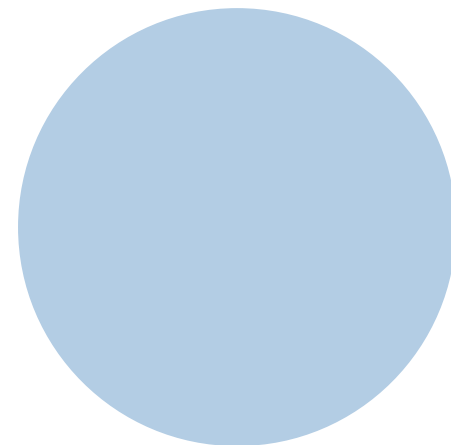
Primary Brand Colors:



HEX: #dc3736 **RGB:** 220, 55, 54
Pantone: Warm Red C **CMYK:** 0, 75, 75, 14

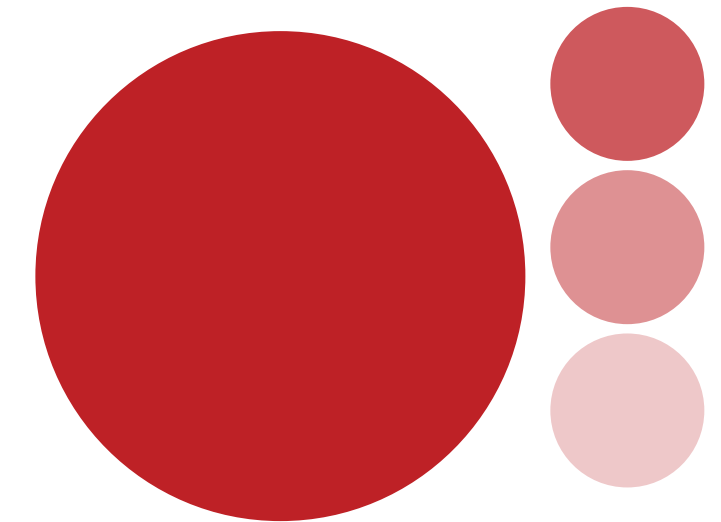


HEX: #3868B2 **RGB:** 56, 104, 178
Pantone: 7685 C **CMYK:** 69, 42, 0, 30

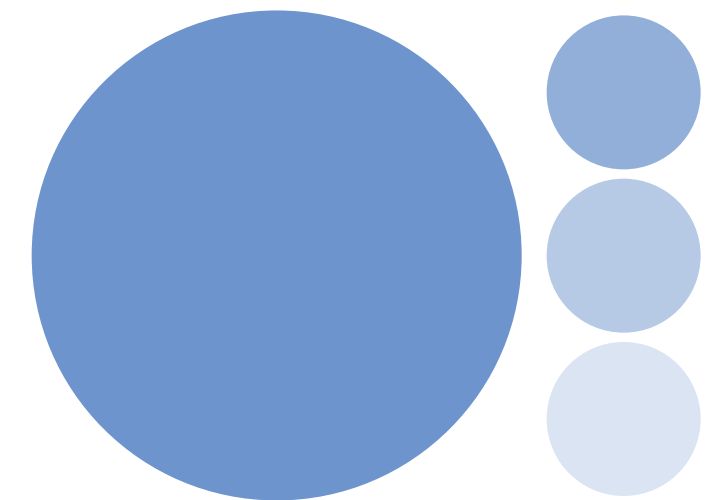


HEX: #b3cde4 **RGB:** 179, 205, 228
Pantone: 658 C **CMYK:** 21, 10, 0, 11

Secondary Colors:



HEX: #be2126 **RGB:** 190, 33, 38
Pantone: 1805 C **CMYK:** 0, 83, 80, 25



HEX: #6d94cc **RGB:** X109, 148, 204
Pantone: 7682 C **CMYK:** 47, 27, 0, 20

LOGO

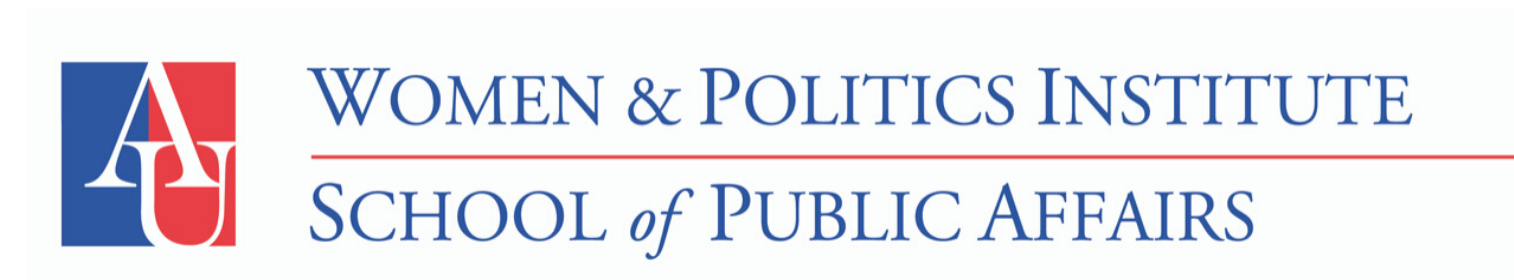


BRANDING

Partner branding



Complete Guide: https://www.barbaraleefoundation.org/wp-content/uploads/Brand-Guide_BLFF.pdf



Complete Guide: <https://www.american.edu/ucm/creative-style-guide.cfm>

