

# YARC Branding Guide

*Updated January 2019*

## Typography

**Heading 1: Roboto Slab 28pt Bold**

Heading 2: Roboto Slab 24pt Normal

Heading 3: Roboto 20pt Medium

*Heading 4: Roboto 18pt Medium Italic*

Heading 5: Roboto 16pt Normal

*Heading 6: Roboto 15pt Normal Italic*

Body text: Roboto 12pt Normal

Serif: EB Garamond 13pt Normal

# Colors

Use these colors whenever possible.

|  |  |  |
|--|--|--|
| <p><i>Primary</i></p> <p>#451EA6<br/>RGB: 69, 30, 166<br/>CMYK: 58, 82, 0, 35</p>  | <p><i>Light Primary</i></p> <p>#7415E3<br/>RGB: 116, 21, 227<br/>CMYK: 49, 91, 0, 11</p> | <p><i>Secondary</i></p> <p>#3D69DE<br/>RGB: 61, 105, 222<br/>CMYK: 73, 53, 0, 13</p> |
| <p><i>Accent 1</i></p> <p>#32B1EE<br/>RGB: 50, 200, 255<br/>CMYK: 80, 22, 0, 0</p> | <p><i>Accent 2</i></p> <p>#B5070A<br/>RGB: 181, 7, 10<br/>CMYK: 0, 96, 94, 29</p>        | <p><i>Accent 3</i></p> <p>#3CB78F<br/>RGB: 155, 240, 176<br/>CMYK: 35, 0, 27, 6</p>  |
| <p><i>White</i></p> <p>#F2F2F2<br/>RGB: 242, 242, 242<br/>CMYK: 0, 0, 0, 0</p>     | <p><i>Grey</i></p> <p>#737373<br/>RGB: 115, 115, 115<br/>CMYK: 0, 0, 0, 55</p>           | <p><i>Black</i></p> <p>#121212<br/>RGB: 18, 18, 18<br/>CMYK: 0, 0, 0, 100</p>        |

# Logos

Vector versions of these logos are available at <https://yarc.world/logos>.

## Large

Use this when the “WY4RC” is large enough to easily read.



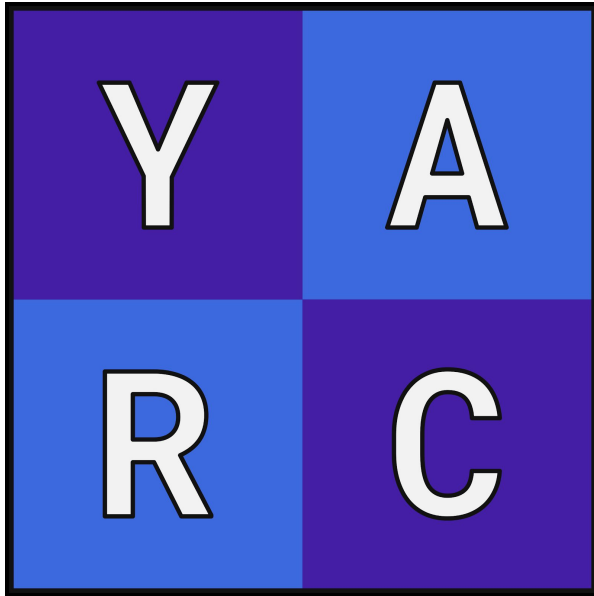
## Promotional

The Large Logo can also include the YARC web address.



## Small

Use this when the “WY4RC” in the Large Logo is not reasonably readable.



## Monochrome

Use this in simple and monochrome contexts (e.g. print). It should *only* be used in the official white and black colors digitally. In print, use full black and full white.

