

# DEBORAH

## PEOPLES *for* MAYOR

# BRAND GUIDELINES

## LOGO

### SIZE AND PLACEMENT

Try to keep clear space free from within it's parts. Shown here as the height of the D in DEBORAH.



### COLOR COMBINATIONS

On dark backgrounds the logo should be used in off-white with orange. PEOPLES and MAYOR should always be in orange.



## FONTS

The main typefaces are Azo Sans and Georgia.

### Azo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

### Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

OFF-WHITE  
HEX: F4F9FF  
PMS: 11-0601  
CMYK:

TEXAS BLUE  
HEX: 3B4559  
PMS: 2379 C  
CMYK: 78 60 29 45

FORT WORTH ORANGE  
HEX: E87722  
PMS: 158 C  
CMYK: 0 62 97 0

SKY BLUE  
HEX: 9BB8D3  
PMS: 644 C  
CMYK: 38 15 0 0