

NATIONAL BRANDING GUIDE – SUMMARY

DEMOCRATS BY DESIGN

2017 EDITION – *For approved states & Project Unity participants*



HIGH SCHOOL DEMOCRATS *of* AMERICA
— FOR INTERNAL USE ONLY —

VISUAL IDENTITY ELEMENTS COLOR PALETTE

PRIMARY PALETTE: SIGNATURE COLORS

The blues of the Democratic Party make up an integral part of HSDA's visual identity. These three shades of blue reflect our vigor and leadership potential, and communicate the spirit of the organization. (*Pantone values are estimated from RGB*)

PANTONE 306 C

RGB: R: 0, G: 176, B: 240
CMYK: C: 100, M: 27, Y: 0, K: 6
HEX: #00b0f0

PANTONE 285 C

RGB: R: 0, G: 112, B: 192
CMYK: C: 100, M: 42, Y: 0, K: 25
HEX: #0070c0

PANTONE 534 C

RGB: R: 23, G: 54, B: 93
CMYK: C: 75, M: 42, Y: 0, K: 64
HEX: #17365d

SECONDARY PALETTE: NEGATIVE & URGENT COLORS

These two vibrant shades of red compliment the primary palette and may be used on their own to express urgency or negativity.

PANTONE 485 C

RGB: R: 255, G: 0, B: 0
CMYK: C: 0, M: 100, Y: 100, K: 0
HEX: #ff0000

PANTONE 206 C

RGB: R: 192, G: 0, B: 0
CMYK: C: 0, M: 100, Y: 100, K: 25
HEX: #c00000

NEUTRAL PALETTE: GENERIC SHADES

White, light grey and neutral black compliment the primary and secondary colors.

PANTONE 656 C

RGB: R: 242, G: 242, B: 242
CMYK: C: 0, M: 0, Y: 0, K: 5
HEX: #f2f2f2

NEUTRAL BLACK C

RGB: R: 39, G: 39, B: 39
CMYK: C: 0, M: 0, Y: 0, K: 85
HEX: #272727

GENERAL PAIRINGS BLUE + BLACK



NEGATIVE RED + BLACK/GREY



COMPLIMENTARY FULL COLOR RANGE



VISUAL IDENTITY ELEMENTS

TYPOGRAPHY

Social Media & Digital Print

SENTINEL FAMILY: DISPLAY AND TEXT

Primary uses for the Sentinel font family are:

1. Body paragraph text on print documents (size 10.5).
2. Complimentary titles or subtitles on digital graphics.

Sentinel Black
Sentinel Bold
Sentinel Semibold
Sentinel Medium
Sentinel Book
Sentinel Light

GOTHAM FAMILY: DISPLAY AND TEXT

Primary uses for the Gotham font family are:

1. Subtitles, and headers on print documents (size 12).
2. Titles on digital graphics.

GOTHAM BLACK
GOTHAM BLACK
GOTHAM MEDIUM
GOTHAM BOOK
GOTHAM LIGHT

NEUTRAFACE SLAB: DISPLAY ONLY

Primary uses for the Neutraface Slab display and text font families are:

1. Titles on print documents (sizes 28 and 10).
2. Complimentary titles or subtitles on digital graphics.
3. Main lettering paired with the official HSDA logo.

NEUTRAFACE SLAB DISPLAY
NEUTRAFACE SLAB DISPLAY BOLD
NEUTRAFACE SLAB DISPLAY MEDIUM
NEUTRAFACE SLAB DISPLAY LIGHT
NEUTRAFACE SLAB TEXT BOLD
NEUTRAFACE SLAB TEXT DEMI
NEUTRAFACE SLAB TEXT BOOK
NEUTRAFACE SLAB TEXT LIGHT

VISUAL IDENTITY ELEMENTS

TYPOGRAPHY (cont.)

Digital Print (alt.) & Google Services

MONTSERRAT: DISPLAY ONLY

Primary uses for the Montserrat font family are:

1. Titles, subtitles, and headings on print documents.
2. Titles, subtitles, headings on Google Docs (size 14).

Montserrat Black
Montserrat Extrabold
Montserrat Semibold
Montserrat Regular
Montserrat Light
Montserrat Hairline

UBUNTU FAMILY: TEXT ONLY

Primary uses for the Gotham font family are:

1. Body paragraph text on Google Docs (size 11).

Ubuntu Bold
Ubuntu Regular
Ubuntu Light

MERRIWEATHER: ALTERNATIVE TEXT

Primary uses for the Merriweather font family are:

1. Titles on print documents.
2. Body paragraph text on Google Docs (alternative to Ubuntu for text, size 11).
3. Press release text (alternative to Georgia for text, size 11).

Merriweather Ultrabold
Merriweather Bold
Merriweather Regular
Merriweather Light