Brand Guide

Logo:

Please use the logo as it appears and do not edit

Please use the logo in full color whenever possible

Don't overlap elements or text over logo

Slogan:

WYOMING WORKING TOGETHER

Use slogan in conjunction with the shop smart, shop safe logo

Please use the slogan as it appears and do not edit font or color

Fonts:

HANSIEF REGULAR

CHALAKH DEMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

VWXYZ
Colors:

**Primary**
- #18457f RGB: 24,69,127 CMYK: 81,46,0,50
- Primary color

**Secondary**
- #e7272a RGB: 231,39,42 CMYK: 0,83,82,9
- Light red color
- #d9d9d9 RGB: 217,217,217 CMYK: 61,24,0,4
- Gray color
- #5eb9f4 RGB: 94,185,244 CMYK: 0,0,67
- Blue color
- #545454 RGB: 84,84,84 CMYK: 0,0,67
- Gray color

Shapes:
- Rounded Solid
- Rounded Frame
- Dotted lines

Imagery:
- black and white imagery lightened with white or blue overlay
- Use images that relate to your community such as landscapes, local streets, local businesses etc.