

PRIMARY BRAND LOGO



The clearspace is equal to the lowercase “o” of the type for Resource Connection (or half that in very tight spaces).

PROPER USAGE



PRIMARY COLOR PALETTE



Dark Purple
CMYK-97/95/15/4
RGB-50/54/129
HEX-#323681

Light Purple
CMYK-70/67/0/0
RGB-99/99/173
HEX-#6363AD

Black
CMYK-75/68/67/90
RGB-0/0/0
HEX-#000000

White
CMYK-0/0/0/0
RGB-255/255/255
HEX-#FFFFFF

SECONDARY COLOR PALETTE



Lavender
CMYK-17/16/0/0
RGB-207/206/232
HEX-#CFCEE8

Sunny Yellow
CMYK-2/16/90/0
RGB-251/208/52
HEX-#FBD034

Yellow
CMYK-5/2/77/0
RGB-247/233/92
HEX-#F7E95C

LOGO TYPOGRAPHY

California Aging & Disability
Hypatia Sans Regular
Available at: fonts.adobe.com

Resource Connection
Hypatia Sans Pro Bold
Available at: fonts.adobe.com

COMPLEMENTARY FONTS

Gill Sans Nova
Freight Sans Pro
Available at: fonts.adobe.com/

Cabin
Open Sans
Free at: fonts.google.com/