



Logos

Depicted below are three examples of how to properly use our IUSD logo. The font and colors must stay the same no matter what the logo is being used on and the spacing between the logo mark and type must be one "X" letter height or width away for proper spacing of the elements.



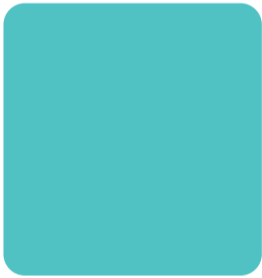
Colors

Our main colors are blue, but bringing them into the 21st century with more vibrant and modern shades such as a teal, high chroma blue, and a deep strong dark blue. Our approach is a more flat, simplified look and feel overall.

PRIMARY COLORS:



HEX : #2B6196
RGB : 43-97-150
CMYK : 89-16-17-2



HEX : #51C3C4
RGB : 81-195-196
CMYK : 62-0-27-0



HEX : #243E5E
RGB : 36-62-94
CMYK : 93-76-39-29

ACCENT COLORS:



HEX : #9D999A
RGB : 157-153-154
CMYK : 41-36-34-1



HEX : #515251
RGB : 81-82-81
CMYK : 65-57-56-34



HEX : #E07126
RGB : 224-113-38
CMYK : 8-68-100-1

Typography

IUSD's typography has been chosen because it represents the values that IUSD stands for: Modern, state of the art, sturdy, and dependable. The font families chosen are Brandon Grotesque and Lato, and each family is used for its own unique purpose.

HEADINGS, SUBHEADINGS, TITLES

Brandon Grotesque Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Brandon Grotesque Black

This is a Heading

Brandon Grotesque Bold

This is a Heading

Brandon Grotesque Medium

This is a Heading

BODY TEXT

Lato Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Lato Medium | Lato Black | Lato Italics

This is an example body text. Lorem ipsum dolor sit amet consectetur adipiscing, elit fringilla sagittis senectus habitasse, inceptos commodo pulvinar himenaeos velit.

This is an example of body text. Commoda justo cubilia scelerisque consequat tempus arcu inceptos penatibus luctus massa, habitasse morbi leo neque non natoque.

This is an example of body text. Facilisi himenaeos ad scelerisque orci dictum montes nascetur lacus, sociis non phasellus porttitor accumsan cubilia mauris dictums.