SHESC Design Style Guide for Journalists

Contents

Colors

Primary accent color: Light blue

Hex: #55a8dd

RGB: 85, 168, 221

CMYK: 70, 10, 0, 0

Pantone (approximate): 284 C

Primary dark color: Designer Black

Hex: #1E1E19

RGB: 30, 30, 25

CMYK: 70, 50, 30, 100
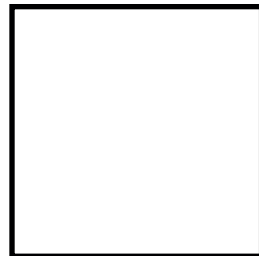
Pantone (approximate): Black C

Primary light color: White

Hex: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Pantone (approximate): P 1-1 U

Secondary accent color: Light gray

Hex: #999999

RGB: 153, 153, 153

CMYK: 23, 18, 17, 20

Pantone (approximate): 7539 C

Alert and attention color: Dusky red

(Use *only rarely* for text or background - at 40% tint - for attention-grabbing or "alerting" purposes.)

Hex: #CC0000

RGB: 204, 0, 0

CMYK: 1, 100, 96, 13

Pantone (approximate): 185 C

Logos

This **new** logo is to be used anytime **July 1, 2021 or after** (and use of the "30 Years" version of the same logo discontinued). Downloadable versions of all the logo variations are available at go.smokyhill.org/press.
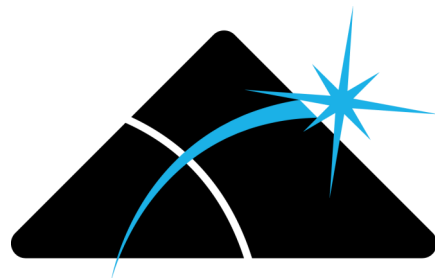
Standard logo - horizontal (preferred logo)

Vertical logo (For better fit in certain designs)

Icon (Used primarily for computer, web, and internet.)

Logos

While the "icon" versions of the logo at the bottom of this page and page 10 are primarily intended for uses such a mobile app icon or other electronic branding, they may also eventually see usage on their own (without "Smoky Hill Education Service Center.") Eventual usages of the icon could be anything from branded apparel to cookie decorations to giveaway items.

Use particular caution to avoid sizing logos too small when using these options against a dark background, especially for physically printed items. The dark ink or toner more easily "bleeds" into the white lettering of the logo, making it potentially difficult or impossible to read.
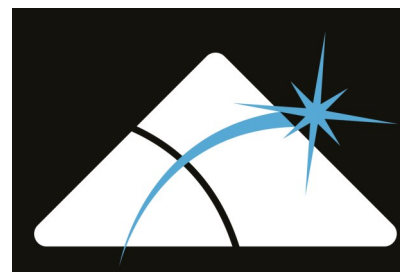
Standard logo - horizontal (preferred logo)

Vertical logo (For better fit in certain designs)

Icon (Used primarily for computer, web, and internet.)

Contacts

If you have any questions about this Design Guide or how it should be employed, Adam Pracht, Marketing Coordinator, is available as a resource and guide in any questions you might have.

Contact him at:
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