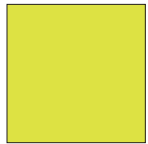


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Style Guide

Color Palette



"chartreuse"

CMYK: 16 | 0 | 88 | 0
RGB: 223,227,67
Hex: #DFE343



"gray"

CMYK: 0 | 0 | 0 | 85
RGB: 77,77,79
Hex: #4D4D4F

Fonts

HEADLINES/LOGO

DIN OT BLACK and **DIN OT BOLD**

BODY COPY

Arial Regular, 10 pt. minimum

Wordmark/Logo

When possible, use the white/chartreuse version of the logo on a dark background. Keep elements together making sure the line doesn't "fall off," especially when workmark is being used in running text.

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While you can use the pictures we provide, you can also add local flavor with photos of your employees or community members. But make sure pictures used in print ads are no less than 300 dpi at full scale. The same goes for the text—we provide different sets of copy to support key messages, but we want you to edit the message so it's the best fit for you.

Design questions? Contact mark@nwppa.org. For anything else not covered here, contact brenda@nwppa.org or kathiv@ruralite.org.