



# REPUBLICANS BY DESIGN

LOGO & BRAND GUIDE - 2021





# COLOR PALETTE

FOR OFFICIAL USE

LOGO & BRAND GUIDE

## PRIMARY PALETTE: SIGNATURE COLORS

The red of the Republican Party make up an integral part of NJHSR's visual identity. These three shades of red reflect our vigor and leadership potential, and communicate the spirit of the organization. (Pantone values are estimated from HEX)

### PANTONE 186 C

RGB: R: 238, G: 78, B: 42 (Mainly used for gradients with Pantone 2027 C in media posts)  
CMYK: C: 0, M: 63, Y: 77, K: 7  
HEX: #EE4E2A

### PANTONE 2027 C

RGB: R: 201, G: 17, B: 43  
CMYK: C: 0, M: 72, Y: 62, K: 21  
HEX: #C9112B

### PANTONE 534 C

RGB: R: 137, G: 17, B: 34  
CMYK: C: 0, M: 47, Y: 40, K: 46  
HEX: #891122

## SECONDARY PALETTE:

These two shades of blue compliment the primary palette and may be used with the reds.

### PANTONE 285 C

RGB: R: 0, G: 112, B: 192  
CMYK: C: 100, M: 42, Y: 0, K: 25  
HEX: #0070c0

### PANTONE 534 C

RGB: R: 23, G: 54, B: 93  
CMYK: C: 75, M: 42, Y: 0, K: 64  
HEX: #17365d

## NEUTRAL PALETTE: GENERIC SHADES

White, light grey and neutral black compliment the primary and secondary colors.

### PANTONE 656 C

RGB: R: 242, G: 242, B: 242  
CMYK: C: 0, M: 0, Y: 0, K: 5  
HEX: #f2f2f2

### PANTONE 426 C

RGB: R: 39, G: 39, B: 39  
CMYK: C: 0, M: 0, Y: 0, K: 85  
HEX: #272727

# LOGOS

## New GOP Logo

This is the primary logo to represent the Republican Party and conservatism in NJHSR media or other materials.



## Primary Logos

This is the primary logo, and to use against a white or light colored background.



## Alternative Logos

These can be used in the place of the primary logo.



## White Logos

These are to use against a dark or colored background.



The simple, main, and full logos may be used depending on the situation or formality. The main (middle) version should be used the most.



FOR OFFICIAL USE

LOGO & BRAND  
GUIDE



# TYPEFACE

## CANVA & GOOGLE SERVICES

FOR OFFICIAL USE

LOGO & BRAND  
GUIDE

### **MONTSERRAT: DISPLAY ONLY**

The Montserrat font family is primarily used for titles, subtitles, and headings on print documents. Headings on Google Docs should be size 14.

Montserrat Black  
Montserrat Extrabold  
Montserrat Regular  
Montserrat Hairline

### **UBUNTU FAMILY: TEXT ONLY**

The Gotham font family is primarily used for body paragraph text on Google Docs (size 11).

Ubuntu Bold  
Ubuntu Regular  
Ubuntu Light

### **MERRIWEATHER: ALTERNATIVE TEXT**

The Merriweather font family is primarily used for titles on print documents, body paragraph text on google docs (size 11), and press release text (size 11).

Merriweather Ultrabold  
Merriweather Bold  
Merriweather Regular  
Merriweather Light