StateRAMP Branding Guide
LOGO USAGE

LEAVE SPACE AROUND LOGO

DON'T:

- Not enough contrast (not accessible)
- Don't fill in circle
- Do not use 2 color version on off-brand color
HEADLINE

Roboto Medium, 26pt
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBTITLE

ROBOTO MEDIUM, 13PT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

BODY COPY

Roboto Light, 11pt
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
<table>
<thead>
<tr>
<th>COLOR USAGE</th>
<th>DARK BLUE</th>
<th>NAVY BLUE</th>
<th>TURQUOISE</th>
<th>SLATE</th>
<th>LIGHT GREY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hex: #0d183f</td>
<td>Hex: #1f4d73</td>
<td>Hex: #6cc1bf</td>
<td>Hex: #7b909b</td>
<td>Hex: #dce0e0</td>
</tr>
<tr>
<td>R: 13</td>
<td>R: 31</td>
<td>R: 108</td>
<td>R: 123</td>
<td>R: 220</td>
<td></td>
</tr>
<tr>
<td>B: 63</td>
<td>B: 115</td>
<td>B: 191</td>
<td>B: 155</td>
<td>B: 224</td>
<td></td>
</tr>
</tbody>
</table>

Hex: #0c152d  Hex: #173c54  Hex: #58686c  Hex: #599e99  Hex: #c4c4c4
**CAPITALIZATION**

- **StateRamp**
- **Stateramp**
- **stateramp**
- **StateRAMP**

**YOU MAY NOT, UNLESS EXPLICITLY GRANTED WRITTEN PERMISSION BY STATERAMP:**

- Use the Marks as the leading word or most prominent element in your publication, seminar, or conference title
- Use the Marks more prominently than your own product, service, or company name
- Use the Marks in a way that may cause confusion about ownership of the Marks or whether your product or service is a StateRAMP product or service
- Use the Marks on promotional merchandise you are selling or distributing
- Use the Marks in a way that would damage StateRAMP’s reputation or goodwill in the Marks
- Alter, animate, or distort the Marks or combine them with any other symbols, words, images, or designs, or incorporate them into a tagline or slogan

If you include a trademark footnote in your materials to give notice of ownership of your trademarks or third party trademarks, you must add the following words to your trademark footnote: “All other trademarks are the property of their respective owners.”