



StateRAMP Branding Guide

LOGOS

TWO-COLOR BLACK LOGO



ONE-COLOR BLACK LOGO



ONE-COLOR WHITE LOGO



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

COLOR USAGE

DARK BLUE

Hex: #0d183f

R: 13
G: 24
B: 63

NAVY BLUE

Hex: #1f4d73

R: 31
G: 77
B: 115

TURQUOISE

Hex: #6cc1bf

R: 108
G: 193
B: 191

SLATE

Hex: #7b909b

R: 123
G: 144
B: 155

LIGHT GREY

Hex: #dce0e0

R: 220
G: 224
B: 224



Hex: #0c152d

Hex: #173c54

Hex: #58686c

Hex: #599e99

Hex: #c4c4c4



USAGE

CAPITALIZATION

✘ StateRamp	✘ Stateramp
✘ stateramp	✔ StateRAMP

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