

MINI BRAND STYLE GUIDE

PRIMARY LOGO (2 colors)



Download logo image files at
www.scec.org/about#visual-identity

WORDMARK



FAVICON



SECONDARY LOGO (1 color)



SUBMARK



Use the primary or secondary logo on a light background

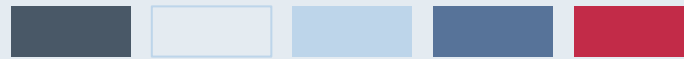


Use the white secondary logo on a dark background



STATEWIDE CALIFORNIA EARTHQUAKE CENTER

COLORS



DARK GRAY

HEX: #495867

RGB: 73, 88, 103

CMYK: 29, 15, 0, 60

LIGHT BLUE

HEX: #E4EBF1

RGB: 228, 235, 241

CMYK: 5, 2, 0, 5

MEDIUM BLUE

HEX: #BDD5EA

RGB: 189, 213, 234

CMYK: 19, 9, 0, 8

DARK BLUE

HEX: #577399

RGB: 87, 115, 153

CMYK: 43, 25, 0, 40

CARDINAL RED

HEX: #C22B48

RGB: 194, 43, 72

CMYK: 0, 78, 63, 24

FONTS

Use for H1, headline, titles, quotes

Lora

Normal

Normal Italic

Medium

Medium Italic

Semi Bold

Semi Bold Italic

Bold

Bold Italic

Use for H2, H3, sub-headline, body text

Roboto

Light

Light Italic

Normal

Normal Italic

Medium

Medium Italic

Bold

Bold Italic

MISSION

SCEC develops and shares cutting-edge earthquake system science to enhance California's resilience and to educate and inspire future scientists. We achieve this by focusing on:

