

# GETTING TO ZERO ILLINOIS BRAND GUIDE

There are two official logos: a full color version and a white version. See below for examples. Do not modify or edit the logo in any way, try to recreate the logo or type, and always resize proportionally. When resizing, hold down the shift button on your keyboard to ensure the logo stays proportional. Stay at least 1/4" from all edges/trim. Avoid placing the logo flush against the edge of your document. When used over an image or background, it is important that the photo does not overtake the logo.

## PRIMARY LOGO



## WHITE LOGO



## COLORS

Below are the primary and secondary colors of the Getting to Zero Illinois brand. Secondary colors should be used in moderation and should not overtake the overall look of the brand. If there is a need for the use of colors outside of the given options, alternative colors can be used in moderation, while keeping the overall brand in mind. The color information below represents the exact color values for web and print. PANTONE® & CMYK colors are used for print. RGB & HEX values (#) are used for web or any on-screen viewing. Please make sure to use the appropriate color value when applying to print or web/screen.

### PRIMARY



PANTONE 187C  
#A6192E

C: 7 M: 100 Y: 92 K: 46  
R: 166 G: 25 B: 46



PANTONE 6 BLACK  
#101820

C: 100 M: 79 Y: 44 K: 93  
R: 16 G: 24 B: 32

### SECONDARY



PANTONE 703C  
#B83A4B

C: 6 M: 91 Y: 53 K: 16  
R: 184 G: 58 B: 75



PANTONE 326C  
#00B2A9

C: 81 M: 0 Y: 39 K: 0  
R: 0 G: 178 B: 169



PANTONE 130C  
#F2A900

C: 0 M: 32 Y: 100 K: 0  
R: 242 G: 169 B: 0

## FONTS

Overpass is the primary font used in the Getting to Zero Illinois brand and website. Overpass is a sans-serif font. Overpass has 16 weights from thin to black italic. Overpass is a web-safe font; you can download it here. It can be used on both digital and print assets. Overpass works well in all caps for headlines and subheaders.

The second primary font used in the Getting to Zero Illinois brand is Montserrat. Montserrat is a sans-serif font. Montserrat has 18 weights from thin to black italic. Montserrat is a web-safe font; you can download it here. It can be used on both digital and print assets.

## QUESTIONS?

Any questions about correct logo and brand use for Getting to Zero Illinois can be directed to [info@GTZIllinois.hiv](mailto:info@GTZIllinois.hiv).