

BLOCK

34

BRAND GUIDE

Date

January 2025

LOGO

The following illustrates the correct and proper use of the Block 34 logo. There are two variations of the logo, as shown below. The Block 34 logo should always be displayed in black or white.

BLOCK

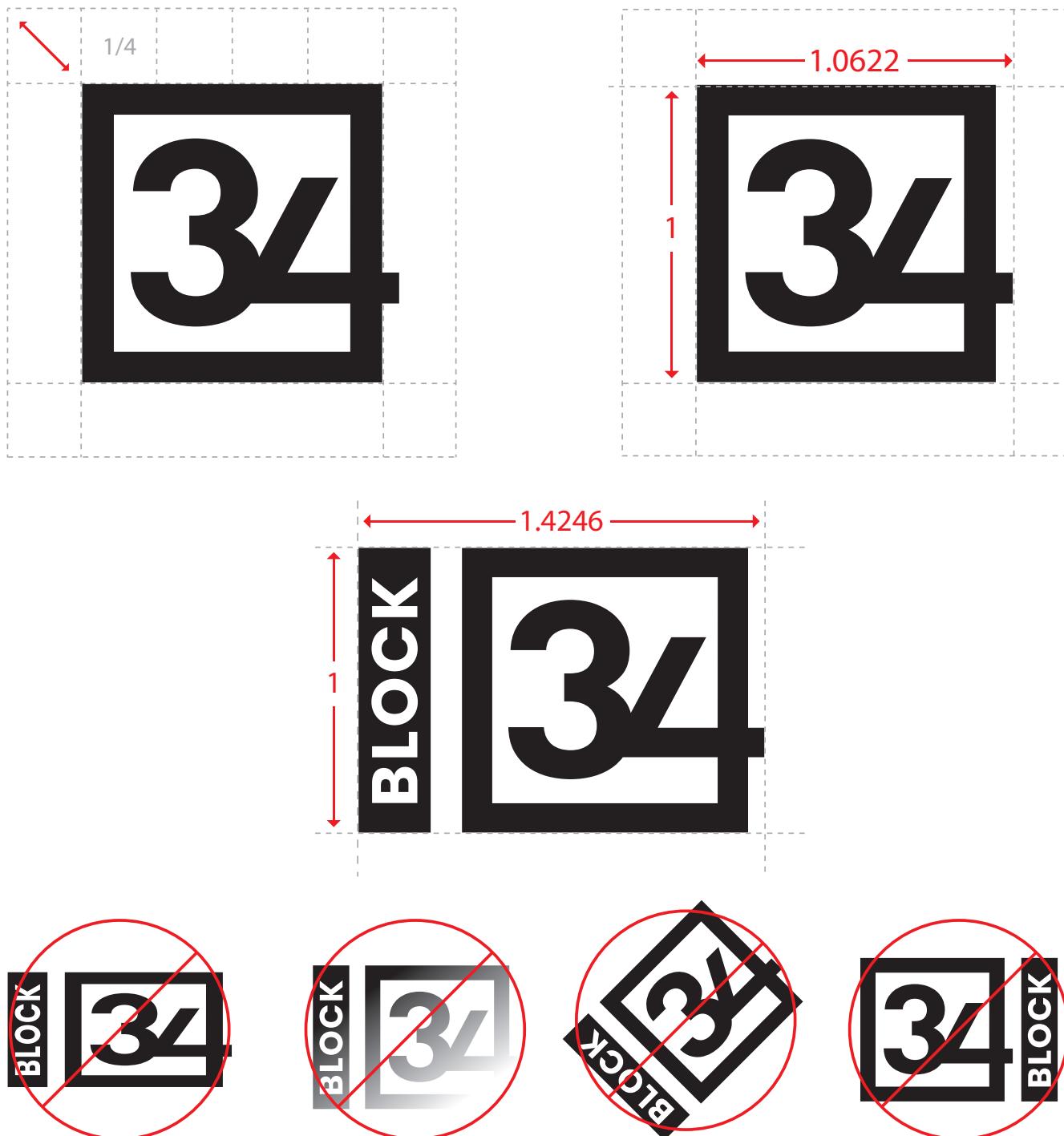


BLOCK



LOGO USAGE

In all cases where the Block 34 logo is used, proper scaling must be observed. For the logo including "block," every one unit in height must be matched with 1.426 units in width. For the logo without "block," every one unit in height must be matched with 1.0622 units in width. The logo may not be altered or distorted. Use spacing equal to 25% of the width of the logo on each side.



COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme with the City's communications and marketing efforts. We will utilize the turquoise as our primary color, with orange as the secondary color. Other colors that are included are black, white and gray.

PRIMARY

#13a3bf

R: 19 C: 77%
G: 163 M: 16%
B: 191 Y: 20%
K: 0%

SECONDARY

#ed5628

R: 237 C: 1%
G: 86 M: 82%
B: 40 Y: 96%
K: 0%

TYPEFACE

Poppins should be consistently used across all branding materials. Use Poppins Bold for headings. Capitalized letters are acceptable for both headings and sub-headings, while subheadings may use the Light font weight. Utilize Poppins Medium for body copy.

Aa Poppins Bold THIS IS A HEADLINE EXAMPLE

Aa Poppins Medium
This is a body copy example.

Aa Poppins Light

THIS IS A SUBHEADLINE EXAMPLE

EXAMPLE

WELCOME TO BLOCK 34: POPPINS BOLD

DOWNTOWN STILLWATER: POPPINS LIGHT

This paragraph uses Poppins Medium. *Consectetur adipiscing elit. Fusce non dui elementum, pharetra tortor eget, faucibus massa. Sed elementum mollis justo ac hendrerit.*