

Combined Federal Campaign 2018 Identity Guidelines

Fonts

Open Sans

Open Sans is used for headline and body text. If Open Sans is unavailable, use Arial in its place. Primary styles are shown below. Please see the Style Guide for a full list of font styles.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Mixtape Mike

Mixtape Mike is used for the campaign mark and sparingly in other materials.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Colors



Primary Campaign Green

C - 58% R - 116
M - 0% G - 193
Y - 82% B - 99
K - 0%

#73c162 Pantone:
360 C



Primary Campaign Blue

C - 57% R - 86
M - 0% G - 201
Y - 3% B - 237
K - 0%

#56c9ed Pantone:
305 C



Primary Campaign Orange

C - 5% R - 234
M - 67% G - 114
Y - 100% B - 0
K - 0%

#e97200 Pantone:
152 C



Secondary CFC Blue

C - 100% R - 0
M - 68% G - 52
Y - 7% B - 121
K - 28%

#003479 Pantone:
294 C



Secondary CFC Red

C - 5% R - 172
M - 100% G - 26
Y - 71% B - 47
K - 22%

#ac1a2f Pantone:
187 C



Secondary Dark Grey

C - 0% R - 88
M - 0% G - 89
Y - 0% B - 91
K - 80%

#58585b Pantone:
11 C

Logos

Show Some Love Campaign Mark

The campaign mark should always be used in conjunction the CFC logo and the call-to-action or URL. Any of the three primary colors may be used.



Show You Care Campaign Mark

This campaign mark is used to highlight the volunteer aspect of the campaign. It should be used in conjunction with the CFC logo and the call-to-action or URL. Any of the three primary colors may be used.



CFC Logo

Combined Federal Campaign brand standards govern the use of the CFC logo. Please visit the [OPM website](#) to obtain the logo and brand standards. Note: When used in conjunction with the primary campaign colors, either the solid blue or white CFC logo is recommended.

