

DAN MINI ELEMENTARY BRAND ONE-SHEET

LOGO — ACCEPTABLE VERSIONS



TYPOGRAPHY — SANS-SERIF AND SERIF FAMILIES

OBVIOUSLY VARIABLE

V V V V V V

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+()';,!.#%&/

<https://fonts.adobe.com/fonts/obviously>

SOURCE SANS VARIABLE

V V V V V V

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+()';,!.#%&/

<https://fonts.google.com/specimen/Source+Sans+Pro?query=source>

COLOR — PRIMARY AND SECONDARY COLORS

DARK BLUE

HEX #193058

R 25
G 48
B 88

C 100
M 87
Y 38
K 30



MEDIUM BLUE

HEX #004C8A

R 0
G 76
B 138

C 100
M 78
Y 18
K 4



ORANGE-GOLD

HEX #FBB221

R 251
G 178
B 33

C 0
M 33
Y 98
K 0



BRIGHT GOLD

HEX #FDB000

R 251
G 219
B 0

C 3
M 9
Y 100
K 0

