

GREATER IOWA CITY, INC. BRAND GUIDE

LOGO CONFIGURATIONS AND USES



GREATER IOWA CITY, INC.

PRIMARY LOGOS

Main logo

This logo is the preferred configuration.



GREATER IOWA CITY, INC.

For use on dark backgrounds



GREATER IOWA CITY, INC.



GREATER IOWA CITY, INC.

NO MATTER WHICH CONFIGURATION YOU'RE USING, ALWAYS:

Leave clear space around the logo so that it's not too close to any other element.



Make sure it's readable on the background.



Resize it proportionally



Keep its original colors.

**Greater Iowa City, Inc. graphic**

Use this graphic in less-formal applications.



For use on dark backgrounds

Make sure it's large enough so that the main text is readable. If the available space is vertical, use the secondary configuration.



GREATER
IOWA CITY, INC.

GREATER IOWA CITY, INC. BRAND GUIDE

INITIATIVE LOGOS & CITY ICONS



GREATER IOWA CITY, INC.

INITIATIVE LOGOS



ADVOCATE



BUILD



ELEVATE



INVEST



LEAD

CITY ICONS



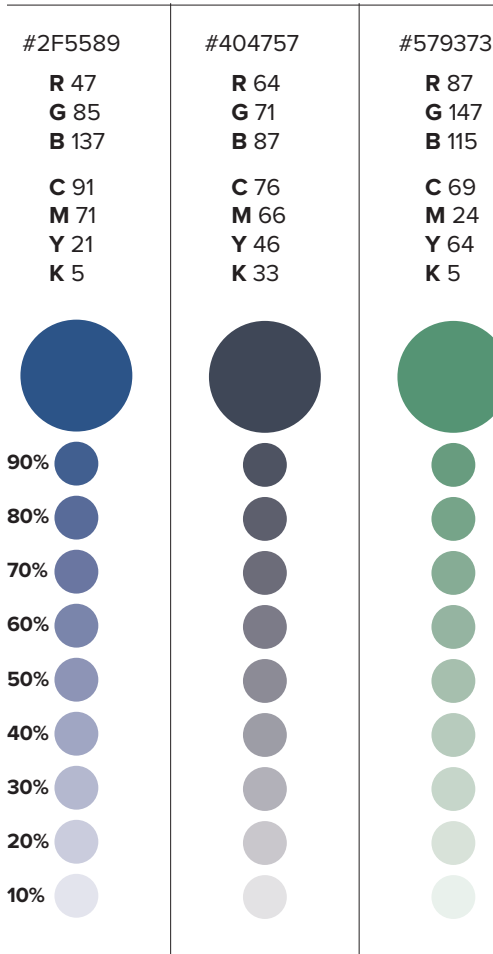
GREATER IOWA CITY, INC. BRAND GUIDE



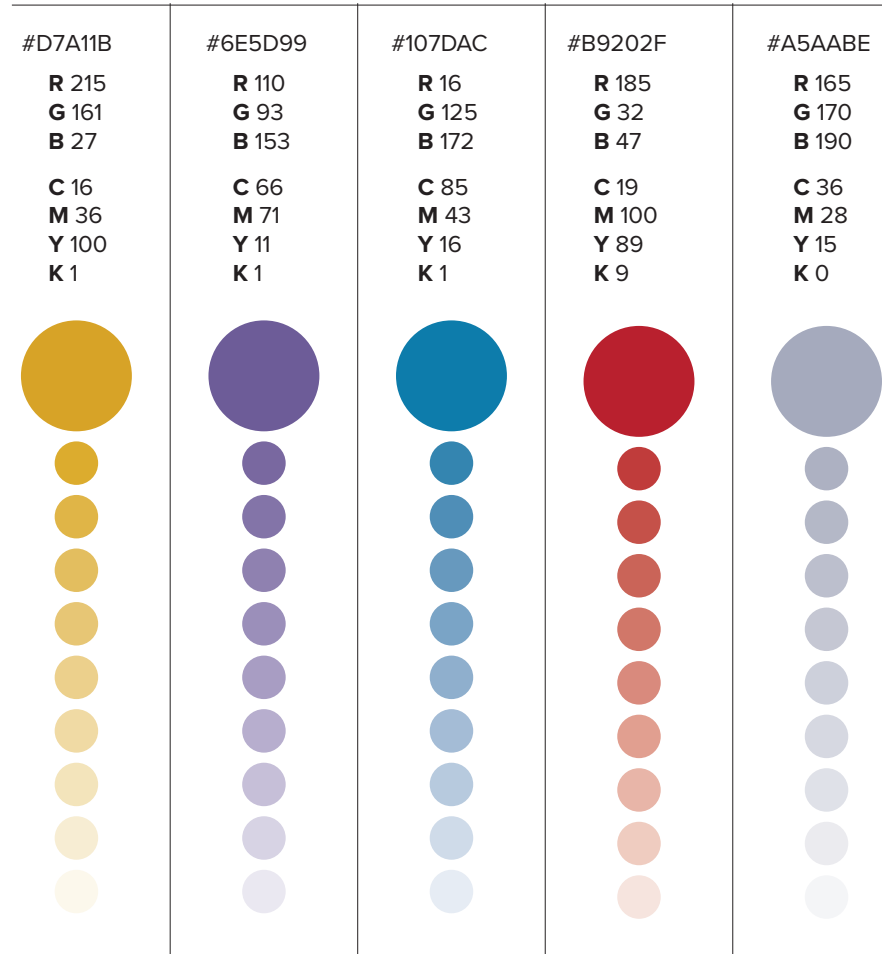
GREATER IOWA CITY, INC.

BRAND COLORS

PRIMARY BRAND COLORS



SECONDARY BRAND COLORS



This chart shows the readability of various brand color combinations. This information is important when creating accessible printed and on-screen materials. Aim for at least a AA rating with text smaller than 24 pt; color combinations labeled DNP will not be legible for some people with visual impairments.

	Text	#FFFFFF	#2F5589	#404757	#579373	#D7A11B	#6E5D99	#107DAC	#B9202F	#A5AABE
Background	White #FFFFFF		Text AAA 7.5	Text AAA 9.3	Text AA18 3.6	Text DNP 2.3	Text AA 5.6	Text AA 4.6	Text AA 6.3	Text DNP 2.3
#2F5589	Text AAA 7.5			Text DNP 1.2	Text DNP 2	Text AA18 3.2	Text DNP 1.3	Text DNP 1.6	Text DNP 1.1	Text AA18 3.2
#404757	Text AAA 9.3			Text DNP 1.2		Text AA18 3.9	Text DNP 1.6	Text DNP 2	Text DNP 1.4	Text AA18 4
#579373	Text AA18 3.6			Text DNP 2		Text DNP 1.5	Text DNP 1.5	Text DNP 1.2	Text DNP 1.7	Text DNP 1.5
#D7A11B	Text DNP 2.3			Text AA18 3.2			Text DNP 2.4	Text DNP 1.9	Text DNP 2.7	Text DNP 1
#6E5D99	Text AA 5.6			Text DNP 1.3				Text DNP 1.2	Text DNP 1.1	Text DNP 2.4
#107DAC	Text AA 4.6			Text DNP 1.6					Text DNP 1.3	Text DNP 2
#B9202F	Text AA 6.3			Text DNP 1.1						Text DNP 2.7
#A5AABE	Text DNP 2.3			Text AA18 3.2						

AAA Pass, AAA (7+)
AA Pass, AA (4.5+)

AA18 Pass, Large Text Only (3+)
DNP Does Not Pass

About WCAG 2.0 contrast

GREATER IOWA CITY, INC. BRAND GUIDE

BRAND COLORS



GREATER IOWA CITY, INC.

MAIN BRAND TYPEFACE: PROXIMA NOVA

Proxima Nova Thin
Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium

Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova Extrabold
Proxima Nova Black

Purchase Proxima Nova

https://www.fontspring.com/fonts/mark-simonson-studio/proxima-nova?gclid=Cj0KCQjw3JanBhCPARIsAJpXTx6hxjkecKL37d-Ln5vc8QzWwZsSIsXWvA5BbbrNrrWq78XSqv6xRYwaApGX-EALw_wcB

9 PT THIN: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT LIGHT: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT REGULAR: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT MEDIUM: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT SEMIBOLD: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT BOLD: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT EXTRABOLD: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT BLACK: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

Google font option for Proxima Nova: Montserrat

Download here: <https://fonts.google.com/specimen/Montserrat>

SECONDARY BRAND TYPEFACE: CHRONICLE DECK

Chronicle Deck Roman
Chronicle Deck Italic
Chronicle Deck Semibold
Chronicle Deck Semibold Italic

Chronicle Deck Bold
Chronicle Deck Bold Italic
Chronicle Deck Black
Chronicle Deck Black Italic

Purchase Chronicle Deck (you don't need the condensed weights)

https://www.myfonts.com/collections/chronicle-deck-font-hoefler-and-co?gclid=Cj0KCQjw3JanBhCPARIsAJpXTx7Ii4D-a683dFMbp-MJnPWwwug-Jv2faGfAVQdVfd52PKtweFXimMaAtUWEALw_wcB

9 PT ROMAN: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT ITALIC: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT SEMIBOLD: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT SEMIBOLD ITALIC: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT BOLD: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT BOLD ITALIC: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT BLACK: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

9 PT BLACK ITALIC: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@#%&*() `-,./;:\^<>?:"{}|_+~

Google font option for Chronicle Deck: Frank Ruhl Libre

Download here: <https://fonts.google.com/?query=Frank+Ruhl+Libre+>