NATIONAL VOTER
REGISTRATION DAY

2024
BRAND GUIDE

GUIDELINES *NOT* ACTUAL RULES

Our goal with the National Voter Registration Day brand guide is to never restrict our partners to a strict set of rules to follow. We want our branding to be *inclusive and reflect the diversity* of all our partners. These set of guidelines are for everyone who just want a *friction free experience* with the holiday and want an easy start guide. We understand that our branding will never mesh with everyone's own style so it was necessary for us to make this guide as open and unrestrictive as possible. So make your own best judgement! Do what best fit's your style! Go forth and create!

THE LOGO

NATIONAL VOTER REGISTRATION DAY

THE *BRANDMARK*

When using our logo, please ***allow room for the logo to breath***. Although there are exceptions, such as if the logo needed to be place in areas that are tight, use your best judgement.

GENERAL *GUIDANCE*

Here are some *simple usage guidelines* for our logo. Outside of a few basic things you should not do to our logo, go wild! We want to see what everyone creates!

DO *NOT* ⊗

stretch

alter colors

crop

alter elements

MONOCHROME
LOGO USAGE

Along with our full colour logo, we have also provided a mono-chrome version for times where full colour may cause visibility or legibility issues. Here is some guidance on how to use the monochromatic logo but *we trust your judgement!*

photos with busy backgrounds

COMMUNITY EVENTS

Post Your Event
TEXT 508-596-6727
Sponsored By Milford DTC

Register AND VOTE

MILFORD LIONS CLUB

CAR SHOW
PLAINS PARK
SEPT.18
RAIN DATE 9/25

JOIN CUB SCOUTS
SAT. 9-10 Louisa Lake
1pm to 3pm - GRADES K-5

solid color blocks

keeping consistent color with other brands

Nonprofit VOTE

COLORS

OUR *COLORS*

Although we do have a standard set of colors, it is *by no means a restriction on your creation*. Even we will occasionally expand outside of our color palette. But if you want an easy start guide on what colors we use, here they are.

RGB: 0, 169, 216
CMYK: 76, 13, 5, 0

#00A9D8

RGB: 202, 173, 28
CMYK: 9, 18, 98, 16

#CAAD1C

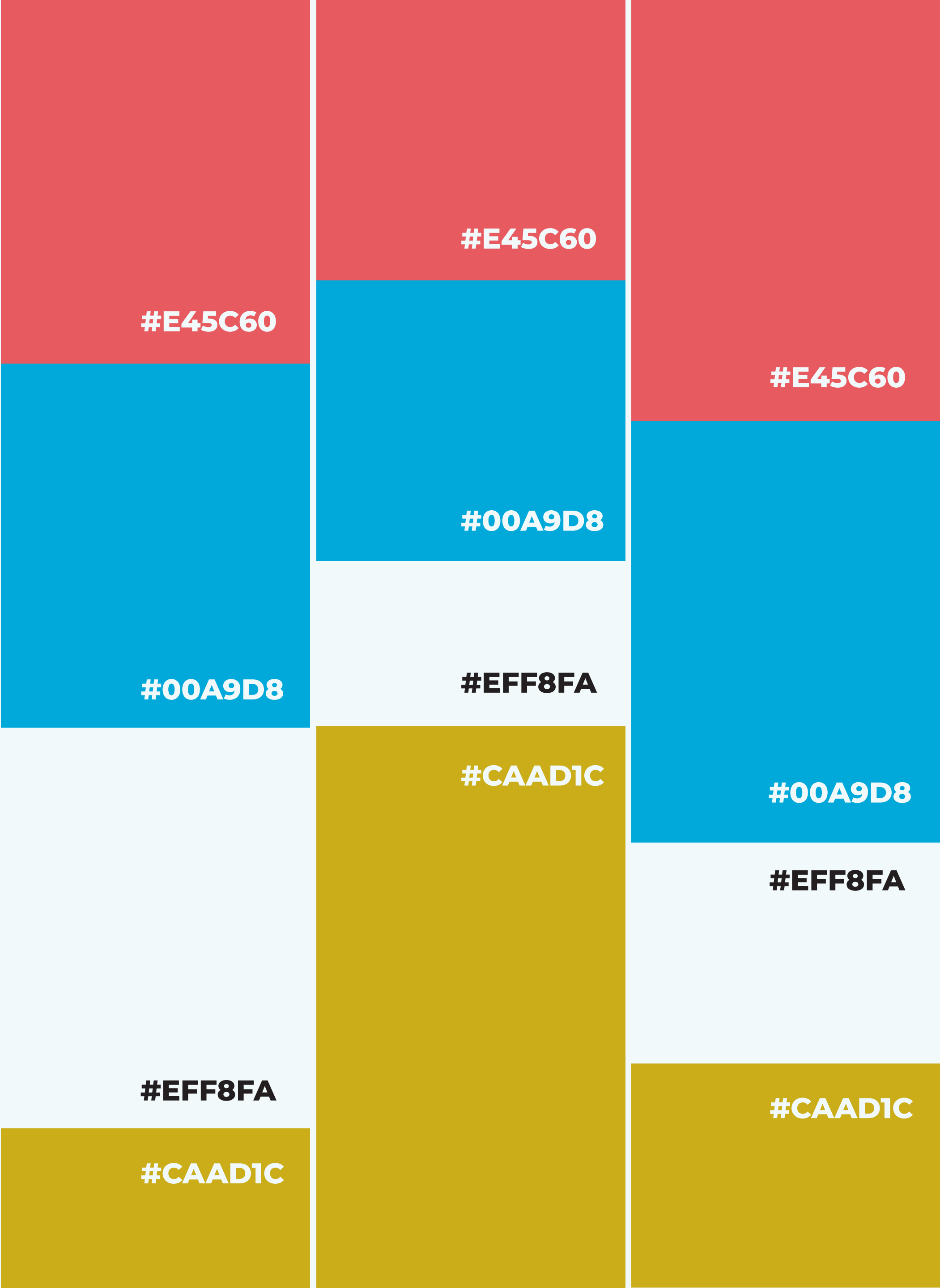RGB: 228, 92, 96
CMYK: 3, 78, 55, 2

#E45C60

RGB: 239, 248, 250
CMYK: 5, 0, 1, 0

#EFF8FA

COLOR *DISTRIBUTION*

It is necessary for us as a *nonpartisan* organization to be not biased to any party. To project that in our design work, we try to *balance the red and blue* such that no one color is over or under represented.

Red and blue is never a requirement for design or artwork made by organizations outside of our own. But a general guidance is that if red and blue are used, that they are equally distributed in the design.

#E45C60

#E45C60

#E45C60

#00A9D8

#00A9D8

#E45C60

#EFF8FA

#CAAD1C

#00A9D8

#EFF8FA

#EFF8FA

#CAAD1C

#CAAD1C

TYPOGRAPHY

MONTSERRAT

Montserrat is our typeface of choice. We mainly use it for body text and headers in most of our materials. However, it is also able to be a great display typeface as well. Montserrat is **extremely versatile and accessible** and can be easily found through Google Fonts or Adobe Fonts.

HEADER 1

HEADER 2

HEADER 3

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facili

USING *OTHER* TYPEFACES

It is necessary for us to not put too many restrictions on typography for the fact that *many typefaces do not support other languages.* Our partners also may not have the access to certain typefaces either as a result of a paywall or lack of knowledge of how to obtain it. So for display typefaces and any sort of alternative type, we like to keep those *choices open to the designer or artist.* It gives us the freedom to have fun but also allow our partners to show off their artistic creations as well.

DISPLAY TYPE
DISPLAY TYPE
DISPLAY TYPE

A reason why we keep our display type open is so *designers and artists can have fun* with their creation! National Voter Registration Day is a celebration of our democracy and o*ur democracy is diverse and brilliant!*