



CENTRE COUNTY'S

ECONOMIC DEVELOPMENT STRATEGY

PPCF BRAND GUIDELINES

LOGO



CENTRE COUNTY'S

ECONOMIC DEVELOPMENT STRATEGY

LOGO FORMATS



Primary Logo



Secondary Logo

FONTS

Gelica Medium (ADOBE FONTS)

PROXIMA NOVA (ADOBE FONTS)

Gelica Extra Light

Gelica Light

Gelica Regular

Gelica Semibold

Gelica Bold

Gelica Black

PROXIMA THIN

PROXIMA LIGHT

PROXIMA REGULAR

PROXIMA MEDIUM

PROXIMA SEMIBOLD

PROXIMA BOLD

PROXIMA EXTRA BOLD

LOGO PALETTE

C: 66 M: 22 Y: 14 K: 0

R: 84 G: 162 B: 195

Hex Code: #54a2c3

C: 83 M: 70 Y: 53 K: 55

R: 34 G: 46 B: 58

Hex Code: #222e3a

ADDITIONAL WEBSITE PALETTE

R: 50 G: 96 B: 54

Hex Code: #326036

R: 0 G: 120 B: 195

Hex Code: #0078c1

R: 177 G: 208 B: 104

Hex Code: #b1d068

FILE TYPES

PRINT HIGH RES

.EPS EDITABLE FILE / PRINT

.PDF PRINT

WEB LOW RES

.PNG TRANSPARENT BACKGROUND / SOCIAL MEDIA

.TIF EDITABLE FILE

.JPG WHITE BACKGROUND