The Future Ready Iowa logo represents progress. The arrows show motion and competition. An F, R and I are referenced, with the F being the most dominant letterform.
Grayscale and black logos should be used only as needed.
White logos should be used only as needed.
This mark was created to be used for a large variety of applications. There is no exact number for a minimum size, but it should always allow for spacing equal to the height of the type to go around the logo.
**Color:**
Do not use colors that are not a part of the brand color palette.

**Scale:**
Do not change the scale of the logo in relation to the name.

**Effects:**
Do not apply unnecessary effects to the mark.
File usage

Using the correct logo format is needed to get the best outcome.
For Print: .eps
For Web: .jpg, .png
Typography
Font for Print Advertising and Marketing Communications

**Headline Font:**
Open Sans Bold — All Caps Preferred

**Body Font:**
Open Sans Light

Font for Web, PowerPoint, Word and Emails

**Headline Font:**
Arial Bold — All Caps Preferred

**Body Font**
Arial
Color Palette

There are three primary and three secondary colors that can be used for both print and electronic communications.
**Primary Colors**

- CMYK: 87, 34, 40, 5
- RGB: 0, 128, 141
- HEX: 00808D

- CMYK: 71, 57, 63, 49
- RGB: 57, 65, 61
- HEX: 39413D

- CMYK: 73, 30, 87, 15
- RGB: 78, 125, 75
- HEX: 4E7D48

**Secondary Colors**

- CMYK: 63, 48, 55, 21
- RGB: 95, 104, 99
- HEX: 5F6863

- CMYK: 19, 86, 100, 9
- RGB: 185, 70, 48
- HEX: B94630

- CMYK: 100, 65, 45, 35
- RGB: 0, 65, 86
- HEX: 004156