

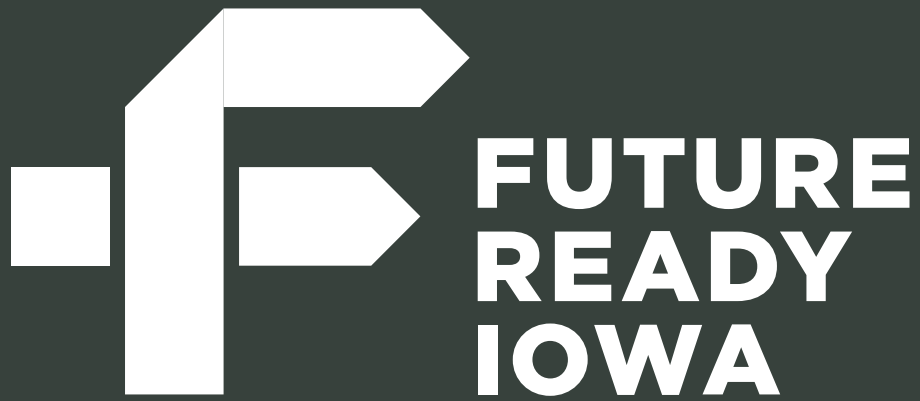




The Future Ready Iowa logo represents progress. The arrows show motion and competition. An F,R and I are referenced, with the F being the most dominant letterform.

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

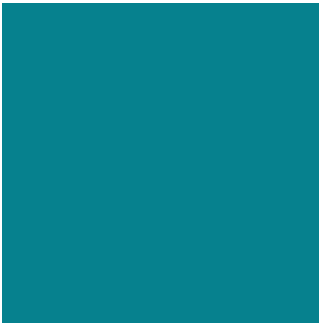
Arial

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