



**WAUPACA
SENIOR CENTER**

Brand Guidelines

Last updated September 2024



Logo

PRIMARY
LOGO



COLOR USAGE

Version A is the standard usage, but the icon can be reversed in white in order to be used on a dark background (B). The logo can also be used in one color (C).

A.



B.



C.



SEAL



COLOR USAGE

Version A is the standard usage, but the icon can be reversed in white in order to be used on a dark background (B). The logo can also be used in one color (C).

A.



B.



C.



Brand Colors & Typography

COLOR PALETTE



Navy

CMYK: (89, 69, 50, 45)
RGB: (29, 55, 71)
Pantone: 174-16 C
Hex: #1d3747

Bright Teal

CMYK: (67, 0, 36, 0)
RGB: (66, 190, 179)
Pantone: 127-5 C
Hex: #42beb3

TYPOGRAPHY

Roboto Bold

used for headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Roboto Regular

used for body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Note for designers: Roboto Black is used in the logo, but should not be used anywhere else.

