

CHEHALIS BASIN STRATEGY

BRAND GUIDELINES

PRIMARY LOGO

The logo for the Chehalis Basin Strategy should not be manipulated or stretched in any way. There are vertical versions of the logo available (pg. 3) that should be used in areas where the horizontal logo is not appropriate.



VERTICAL LOGO

The vertical versions of the logos should be used in areas where the horizontal logo is not appropriate.



FONTS

Our brand typefaces help us speak with audiences in a way that is direct, legible, and approachable. Oswald and Open Sans are our primary fonts.

HEADLINES

Oswald, Medium weight

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 ?!()[]{}&*^%\$#@~

FIND OSWALD ON [FONTS.GOOGLE.COM](https://fonts.google.com/specimen/Oswald)

SUBHEADING

Open Sans, Light

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 ?!()[]{}&*^%\$#@~

FIND OPEN SANS ON [FONTS.GOOGLE.COM](https://fonts.google.com/specimen/Open+Sans)

BODY COPY

Open Sans, Regular

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 ?!()[]{}&*^%\$#@~

FIND OPEN SANS ON [FONTS.GOOGLE.COM](https://fonts.google.com/specimen/Open+Sans)

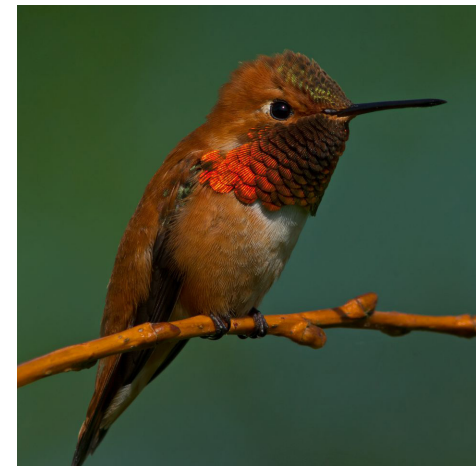
COLORS

Our brand colors evoke the richness of the colors present in the Chehalis Basin landscape.

R29 G154 B167 HEX #1C99A6 C79 M22 Y33 K0	R247 G158 B139 HEX #FF9F8A C0 M46 Y40 K0	R237 G240 B232 HEX #ECF1E9 C6 M2 Y8 K0		
R6 G88 B97 HEX #065861 C92 M51 Y51 K27	R217 G99 B43 HEX #D9632B C11 M74 Y97 K1	R182 G190 B177 HEX #B6BEB1 C30 M18 Y30 K0		
R53 G72 B80 HEX #354850 C79 M60 Y52 K38	R163 G78 B37 HEX #A24D24 C26 M77 Y99 K18	R115 G121 B112 HEX #747971 C56 M43 Y52 K13	R0 G0 B0 HEX #000000 C75 M68 Y67 K90	R255 G255 B255 HEX #FFFFFF C0 M0 Y0 K0

PHOTOS

Photos used in Chehalis Basin Strategy communications materials should highlight the geography, nature, and people of the region. It could include scenes of rivers, farmlands, and coastal marshes, as well as wildlife, communities, and homes.



ICONS

Alongside the icons within the logo, there are multiple icon options that can be used throughout communication materials.

