

Interstate Passport Marketing Toolkit

BRAND ELEMENTS

Colors

Imagery

Icons

Fonts

Primary Colors



Dark Blue

#1D3147

CMYK: 91/76/47/45

RGB: 29/49/71



Blue

#0D4381

CMYK: 100/67/0/37

RGB: 13/67/129



Light Blue

#4e84c4

CMYK: 85/24/0/0

RGB: 78/132/196

Accent Colors



Red

#e44634

CMYK: 0/90/86/0

RGB: 228/70/52



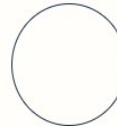
Green

#80c357

CMYK: 58/0/80/0

RGB: 128/195/87

Neutral Colors



Pearl

#fffefb

CMYK: 0/0/2/0

RGB: 255/254/251



Tan

#e8e7dc

CMYK: 0/2/8/10

RGB: 232/231/220

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Student imagery should portray portraits of confident and successful students. Clothing should reflect the branded color palette.



Background imagery should convey the idea of transfer or academia.



BRAND ELEMENTS

Colors Imagery **Icons** Fonts

Icons use a thin line graphic style and can be full color using palette colors or a single color on a color block.



BRAND ELEMENTS

Colors Imagery Icons **Fonts**

Magra

Glyph

Characters

ABCCĈDDEFGHIJKLMNOPQRSŠTUVWXYZZabcĉddefghi
jklmnopqrsštuvwxyzš1234567890?'!'"(%)[#](&|<
->+x=>@Š€€V€;:;,*

Styles

Type here to preview font

Regular
Bold

Slabo 27px

Glyph

Characters

ABCCĈDDEFGHIJKLMNOPQRSŠTUVWXYZZabcĉddefg
hijklmnopqrsštuvwxyzš1234567890?'!'"(%)[#](&|<
->+x=>@Š€€V€;:;,*

Styles

Type here to preview font

Regular

[Download Magra Font](#)

[Download Slabo Font](#)