I♥D
Brand Guidelines

INDIANA YOUNG DEMOCRATS

2020

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Primary Logos

These are the primary logos for Indiana Young Democrats. These logos should be used as the official mark from IYD for endorsments, events for the organization or co-hosted by the organization, on press materials, and in social media posts coming from IYD.

The blue logo should be used on orange, white, and light backgrounds. The orange logo should be used on other backgrounds where it is still possible to create a clear contrast from the background.

Secondary Logos

IYD
INDIANA YOUNG DEMS

IYD
INDIANA YOUNG DEMS

Secondary logos should be used when primary logos aren't usable according to the guidelines on Page 3. The most common reason to use secondary logos is that it isn't possible to create a clear contrast with the background using a primary logo.

The navy logo takes precedence over the white logo when both are usable. The white logo should be used when the background of a graphic doesn't permit the use of blue, orange, or navy logos.

Use of Logos

Logos should not have colors changed, amended, or overlayed with other graphics or text. Do not adjust proportions of the graphic. Do not fade colors across a logo.

When using the logo with other graphics, maintain a clear space on all sides of the logo that is at least the height of the I in IYD.

Creating Your Chapter Logo

Choose your "Y"

Add Initials for your Chapter in Termina

Add Chapter County in Termina

SJCYD

SJCYD
ST. JOE COUNTY

Fonts

Heading

Termina. Use sparingly and only for headlines, chapter logos, and primary titles for graphics. Use all caps in logos and normal capitalization in headings.

Subheading

Open Sans. Use to separate sections in long statements, op-eds, and blog posts.

Body Text

Open Sans Light. Use for primary text in graphics, captions, op-eds, press releases, statements, and blog posts.

Quotes

Open Sans Light, Italic. Use at a slightly larger font than Body Text.

Hex #002672 | 0, 38, 114 | 100, 67, 0, 55

Hex #E8951C | 232, 149, 28 | 0, 36, 88, 9

Hex #092047 | 9, 32, 71 | 87, 55, 0, 72

Hex #008B96 | 0, 139, 150 | 100, 7, 0, 41

Hex #EF6401 | 239, 100, 1 | 0, 58, 100, 6

Hex #8DA03A | 141, 160, 58 | 12, 0, 64, 37

Hex #4E124E | 78, 18, 78 | 0, 77, 0, 69

Colors

Hex #xxxxxx | RGB x, x, x | CMYK x, x, x, x

Graphics Basics

OVERLAY

Overlay background photos in 30% black, IYD Blue, IYD Gold, or IYD Navy.

TEXT

Maintain consistency by using the font package laid out in this Guide.

IMAGES

Make sure to use photos that you have the rights to use and properly cite the artists who created the content.

DISCLAIMERS

Flyers, even on social media, may need a "Paid for by" disclaimer. Make sure to add the proper disclaimer for any content you put out.

When using a background image, overlay the image with a 30% black element with 30% transparency to create a "black-and-white" effect. Then add an IYD secondary color with 30% transparency to one half of the image. Add a divider using another IYD secondary color with 30% transparency.

When creating a graphic without a background image, use a white background to make other graphic elements pop. You can cover the bottom-half of the image in an IYD secondary color with 0% transparency and create a divide using two lines of the same IYD color with 25% and 50% transparency to create a more striking "fading" effect.

Use fun elements to keep your style engaging. Paintbrush elements are highly recommended for Headings and as elements within a flyer to create a pop. You may have noticed the paintbrush element used throughout this Brand Guide!
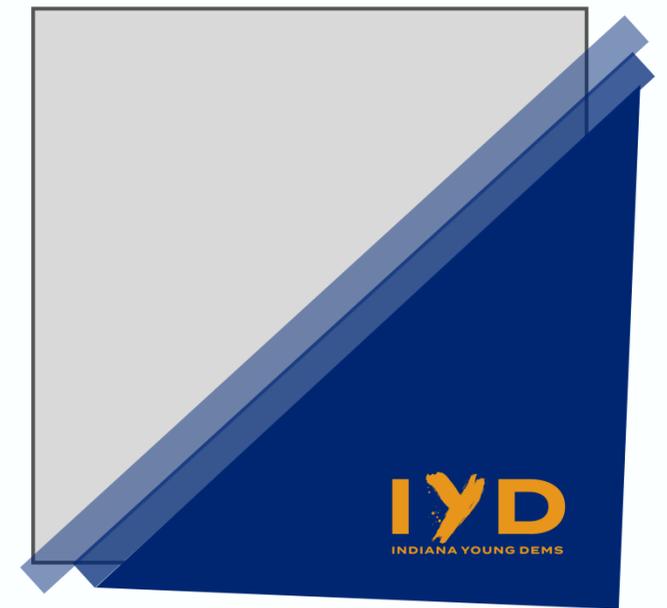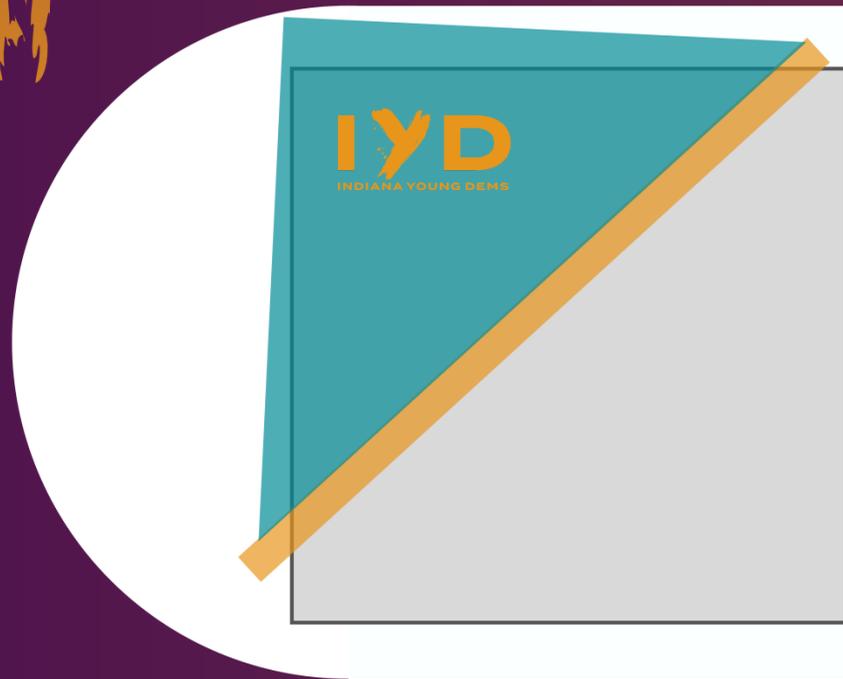
Contact Us & Find Us Online

IYD | INDIANA YOUNG DEMS

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Facebook	**facebook.com/indianayoungdem**
Twitter	**@indianayoungdem**
Instagram	**@indianayoungdem**