TRANSFORM FRESNO

For more information contact

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Our Colors

Pantone 347 C R20 G153 B72 C84 M14 Y100 K2 #149948	R22 G92 B47 C88 M38 Y98 K35 #165C2F	R178 G218 B173 C32 M0 Y41 K0 #82DAAD
Pantone 2397 C R22 G189 B200 C71 M0 Y24 K0 #16BDC8	R18 G125 B129 C86 M34 Y47 K9 #127D81	R178 G226 B238 C28 M0 Y5 K0 #82E2EE
Pantone 7563 C R205 G145 B42 C18 M44 Y100 K2 #CD912A	R129 G94 B38 C39 M56 Y98 K27 #815E26	R255 G226 B166 C0 M10 Y39 K0 #FFE2A6
Pantone 7626 C R203 G60 B45 C14 M91 Y94 K4 #CB3C2D	R122 G36 B30 C31 M92 Y91 K39 #7A241E	R248 G173 B167 C0 M39 Y25 K0 #F8ADA7
Pantone 2025 C R246 G135 B64 C0 M58 Y83 K0 #F68740	R124 G67 B31 C34 M73 Y96 K36 #7C431F	R252 G200 B168 C0 M25 Y32 K0 #FCC8A8

Typography

Proxima Nova is clean, easy to read, and simple.
It should be used across all materials.

Title/Headline	**Quick fox jumps nightly above wizard.**	**Proxima Nova Bold**
	Quick fox jumps nightly above wizard.	**Proxima Nova Semibold**
Subtitle	Quick fox jumps nightly above wizard.	Proxima Nova Medium
Body copy	Quick fox jumps nightly above wizard.	Proxima Nova Regular
	Quick fox jumps nightly above wizard.	*Proxima Nova Italic*
	Quick fox jumps nightly above wizard.	Proxima Nova Light

How to use the logo

Logo Variations

Only use approved logo artwork.
When possible, use the full color logo.
The logo must appear on a clear background always.
The black and white logo variations should be used
when the background color is too similar to the
primary logo's colors, or in black and white printing.

Full color

White

Black

Clear Space

To ensure legibility,
always keep a minimum
clear space around the logo
(1/3 of the height of the logo).

*For all Transform Fresno projects, please add the Transform Fresno logo to
the name logos in your communications.

4

What not to do

Do not re-color

Do not change proportions
(skew, stretch, rotate)

Do not add effects
(drop shadows, gradients, embossing)

Do not place logo on colors similar
to the logo's colors

Please refer to page No. 4 on how to use the logo properly.
Questions on branding or logo usage? Contact TCC@FresnoEOC.org