NISKANEN
C E N T E R

BRANDING STYLE GUIDE

OFFICIAL NISKANEN LOGOS

NISKANEN LOGO COLOR
STANDARD SETTINGS

NISKANEN

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NISKANEN
C E N T E R
FOR PUBLIC POLICY

NISKANEN

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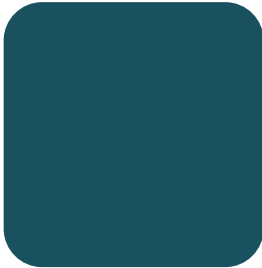# NISKANEN
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NISKANEN COLORS

PRIMARY NISKANEN TEAL

PANTONE/PMS VALUE (print):   123-16u

4 COLOR PROCESS (print): C:90 M:56 Y:49 K: 29

RGB (screen use): R:25 G:81 B:94

HEX COLOR (web): #19515E

SECONDARY NISKANEN COLORS

A SECONDARY COLOR IS TO BE USED IN TANDEM WITH OUR PRIMARY TEAL WHEN YOU WANT TO ADD SOME VARIETY TO A LONG DOCUMENT OR WANT TO SPICE UP A POWERPOINT.

C:28 M:91 Y:100 K:31
R:140 G:46 B:28
HEX: 8C2E1C

C:97 M:78 Y:40 K:30
R:25 G:58 B:91
HEX: 193A5B

C:55 M:28 Y:40 K:1
R:123 G:155 B:151
HEX: 7B9B97

C:0 M:0 Y:0 K:50
R:147 G:149 B:152
HEX: 939598

NISKANEN FONTS

THESE FONTS SHOULD BE USED WHEN CREATING DOCUMENTS, PRESENTATIONS, PITCHES, FLYERS, AND OTHER EXTERNAL DOCUMENTS PROMOTING NISKANEN.

PLAYFAIR DISPLAY

Playfair is Niskanen's headline font. Use this as your header and sub-caption font. Use any of the the 6 weights to add some polish and interest to any headline setting. This is a highly versatile font, so have fun with it! Suggested headline setting:

SET YOUR TITLE IN ALL CAPS, 18 POINT, BLACK

And your Sub-header in 14 point, Bold Italic

Playfair is available for download at www.fontsquirrel.com/fonts/playfair-display

CORMORANT GARAMOND

Cormorant Garamond is Niskanen's primary body font. It is Google's modernized version of Garamond. The medium weight is recommended for your typical body copy. Suggested body font size is 10-11 point.

Cormorant Garamond is available for download at www.fontsquirrel.com/fonts/cormorant

How to Add These Fonts to you Google Library

When in a Google Doc, click on the font menu. Then scroll to the bottom, and click on 'More Fonts'. Type the font you wish to add in your search bar. Once the font you are searching for appears, click that option then click 'ok' at the bottom of the pop-up. When you return to your document screen, the font will appear as an option in your font library.