

NISKANEN
C E N T E R

BRANDING STYLE GUIDE

NISKANEN LOGOS

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[Download full resolution versions of these logos- as well as a white logo that can be used on a variety of backgrounds- here. If you need access, please request that from Kristie Eshelman: \[keshelman@niskanencenter.org\]\(mailto:keshelman@niskanencenter.org\).](#)

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



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



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



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



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

NISKANEN FONTS

Why these fonts?

Visual appeal: Fonts should convey key brand attributes: “forward-thinking” and “authoritative.” Staff and affiliates should be able to pick from several serif and sanserif options that look good together in the same document.

Readable: Body fonts shouldn’t be jarring; they should invite the reader to scan pages of research without thinking about the font used.

Accessible: Fonts should already be available on Microsoft Word and the Google Suite so that staff and affiliates do not have to spend valuable time downloading them.

Fonts for headings

Playfair Display (serif)

Helvetica* (sanserif)

Fonts for body text

Georgia** (serif)

Calibri Light* (sanserif)

*Substitute with Gotham Narrow on InDesign.

**Substitute with MercuryG2 on Indesign

NISKANEN TEMPLATES

The Niskanen Center communications team has created a number of templates that you can modify based on your needs. It's not required that you use them; they are just here to make your life easier.

All research papers and policy briefs must either be formatted by the communications team or approved by the communications team before being published on the website.

Letterhead template

[\[download\]](#)

Niskanen Powerpoint/Google Slides template

[\[download\]](#)

Long-form document template for grant proposals, one pagers, etc.

[\[download\]](#)