



connected
communities

THE LOGO

These are the preferred, full-color logo variations. These logos should be used whenever possible.

01

This is the primary version of the logo and is the preferred version for all printed collateral: marketing, signage, apparel; and for web use.

02

This is the linear logo which should be used for horizontal compositions, or when the stacked logo is too tall for the desired placement.

03

The “C” logomark can be used in cases where the full logos are not necessary (for example, when Connected Communities is written out in plain text) or for social media profile pictures. It can also be used over imagery.

01



02



03



SINGLE COLOR LOGOS

The single color logo is useful for printed materials that can only be printed with limited colors. It is also preferred when overlaid on busy or dark backgrounds.

01



02



03



INCORRECT LOGO APPLICATION



Avoid Stretching



Avoid Rotating



Avoid Added Stroke



Avoid Similar Background Color



Avoid Using Busy Background



Avoid Using Off Brand Colors

BRAND COLORS

To give the brand more flexibility, we have tints and shades of every color that can be used. The examples opposite are just guidelines. Feel free to use any tint or shade of the main colors where appropriate.

PRIMARY COLORS

WINN BLUE PANTONE: 7462 C CMYK: 97 / 68 / 22 / 6 RGB: 0 / 88 / 139 HEX: #00588B	85%
	70%
	55%
WINN GREEN PANTONE: 376 C CMYK: 50 / 0 / 99 / 0 RGB: 141 / 196 / 64 HEX: #8DC440	85%
	70%
	55%

TEXT HIERARCHY

TYPOGRAPHY

Primary Font:

Interstate

Bold

lowercase

interstate

Secondary Font:

Interstate

Light

lowercase

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OUTCOME ICONS

COMMUNITY
ENGAGEMENT

HEALTH

HOUSING

EMPLOYMENT

EDUCATION

ECONOMIC
MOBILITY

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