Re-elect
DAVE
CORTESE
STATE SENATE 2028

BRAND STYLE GUIDE

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PRIMARY LOGO: FULL COLOR
Intended for full color print or digital use with a minimum pixel width of 120 px. Logo is preferred on a white background, but is acceptable on other light background colors. Backgrounds here are 5% tints of colors specified in Section 2.

CLEAR SPACE
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, or overcrowd the mark, thereby lessening its impact. The minimum space should be maintained as the logo is proportionally resized.

ALTERNATE LOGO: FULL COLOR
Intended for full color print or digital use with a minimum pixel width of 100 px. Logo is preferred on a white background, but is acceptable on other light background colors. Backgrounds here are 5% tints of colors specified in Section 2.

CLEAR SPACE
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, or overcrowd the mark, thereby lessening its impact. The minimum space should be maintained as the logo is proportionally resized.

ONE COLOR LIGHT BACKGROUND
When printing with one color of ink, PANTONE 302 is preferred, but black is acceptable.

ONE COLOR DARK BACKGROUND
When printing with one color of ink, PANTONE 302 is preferred, but black is acceptable. This logo style is also suitable for use with a photo background. Best used in a dark area of a photo, with no bright spots that interfere with the logo.

TWO COLOR PHOTO BACKGROUND
This logo style is also suitable for use with a photo background. Best used in a dark area of a photo, with no bright spots that interfere with the logo.

ONE COLOR PHOTO BACKGROUND WITH GRADIENT
If needed, a gradient can be added behind the logo to visually separate it from the photo background. Be certain that Dave Cortese is not obscured by the gradient.
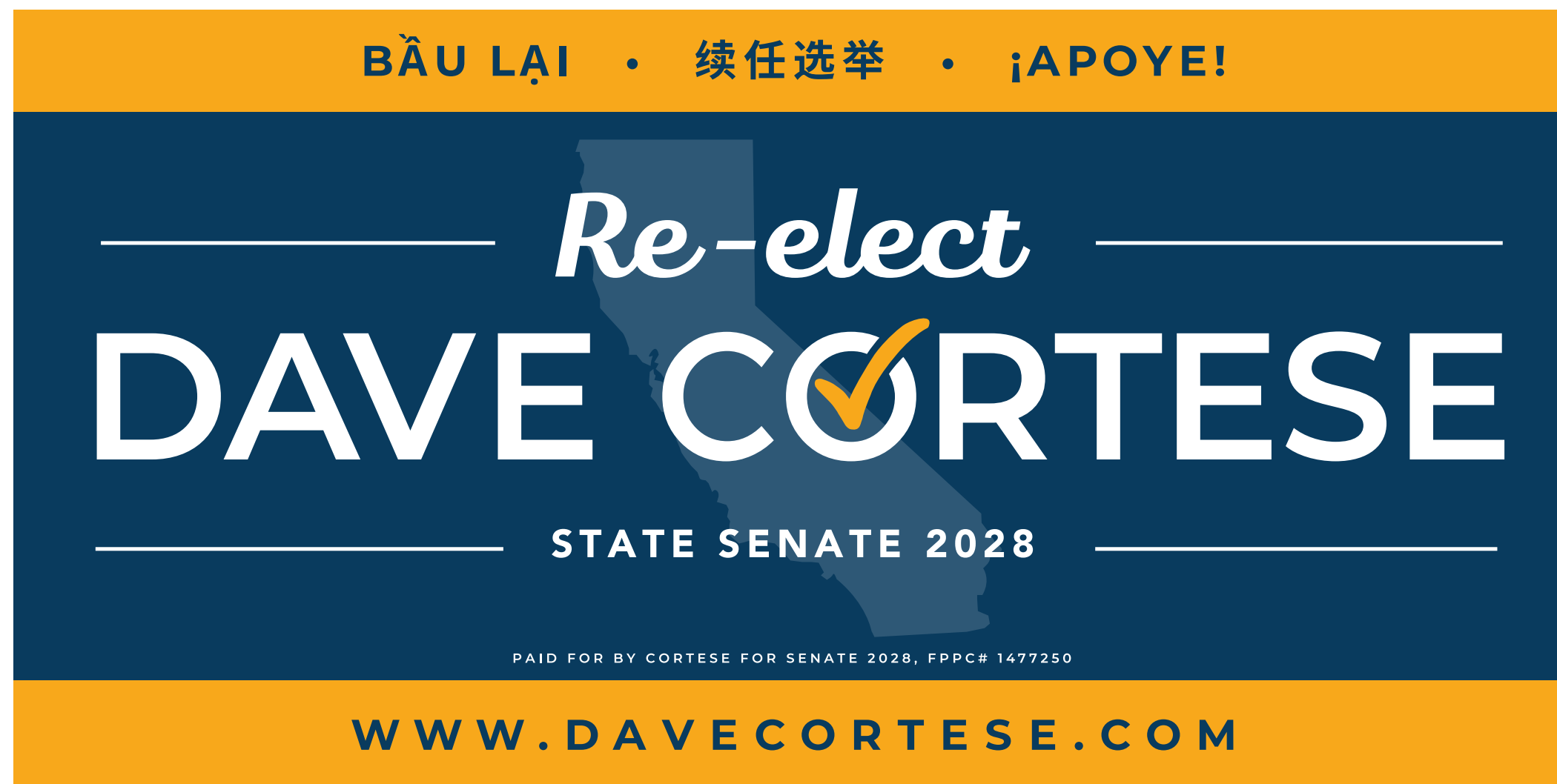
MEDIA KIT
Official photos can be downloaded from **www.davecortese.com/media-kit**.
Only photos from the media kit should be used. Be certain to use the proper
resolution that meets the specifications of the project. See page 10 for more
information.

WATERMARK
Photos that are not accompanied by a logo as part of the design should be
watermarked, ideally in a dark area, or area of consistent tone. Avoid using a
watermark over an area that interferes with the clarity of the watermark.

COLOR PALETTE

COLOR TINT

100%

80%
60%
40%
20%
10%
5%

HEX	#093B5E	#F8A81B	#2B2F40
RGB	9, 59, 94	248, 168, 27	43, 47, 64
CMYK	100, 76, 42, 28	0, 41, 93, 0	89, 79, 47, 52
PANTONE	302	137	533

HEX codes are designated for web development and on–screen use.
RGB color mode is designated for on–screen use.
CMYK color mode is designated for print.
PANTONE color mode is designated for print, including manufacture of paints, fabrics, and other tangible materials.

FONT:
DM Sans

WEIGHTS:
Light, Regular, Medium, Semi Bold, Bold, Extra Bold

This is a headline

THIS IS A SUB-HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididuntut labore et dolore magna aliqua. Ut enim ad minim veam, quis nostrud exercitation ullamco laboris nisi ut aliquip ehjlx ea com modo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occae veniam, quis nostrud exercitation.

THIS IS A PULL QUOTE

"Excepteur sint occae veniam, quis nostrud ercitation ullamco cat cupidatat non proident."

LIGHT / *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@()%#&*_

REGULAR / *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@()%#&*_

MEDIUM / *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@()%#&*_

SEMIBOLD / *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@()%#&*_

BOLD / *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@()%#&*_

EXTRA BOLD / *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@()%#&*_

FILE FORMATS
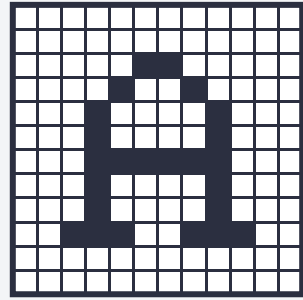
RESOLUTION

VECTOR FILE FORMATS / FOR PRINT / CMYK

Vector images consist of points, lines and curves based on mathematical definitions. Vector file formats are created using mathematical definitions to produce smooth paths. They can be scaled in size without any loss of quality. They are typically used for type, illustrations and line art. The edges of vector graphics remain smooth at any size or resolution. Fonts, line art (charts and graphs) and illustrations are typically vector–based.

Vector file formats include AI, EPS, PDF.

RASTER FILE FORMATS / FOR WEB / RGB

Raster images are composed of a grid of pixels (often called bitmap images). Raster file formats differ by the amount of data contained in the image. The smaller the file, the less data there is. The amount of data affects both the quality and the color of the image. As a rule of thumb, on–screen viewing requires less quality and fewer colors than printed material.
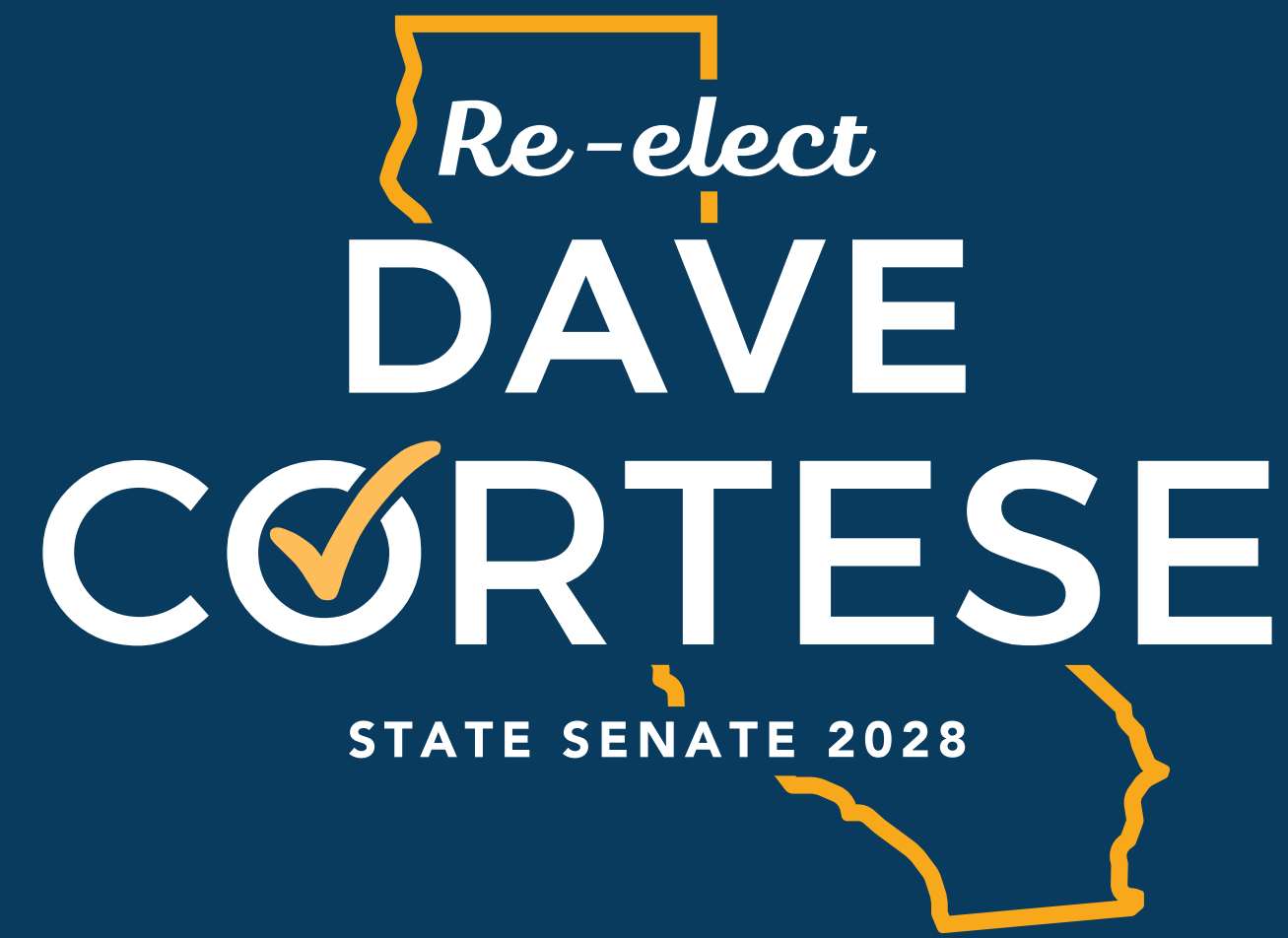
Raster file formats include TIFF, JPG, GIF, BMP, PNG, PSD, EPS.

PRINT RESOLUTION

Print resolution is measured in dots per inch or dpi. The higher the resolution, the higher the quality of the printing. Minimum resolution for photographic images is 300 dpi at final reproduction size (100 percent). Minimum resolution for monochrome line art (diagrams, drawings and graphs) is 1200 dpi at final reproduction size (100 percent).

WEB RESOLUTION

Computer monitors display images at approximately 72 dpi. That means images saved for Web viewing on a computer are not typically suitable for printing.

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