Cal ABLE

Brand Guide

This document provides the essential tools to bring the CalABLE brand to life, with clear guidelines for key brand elements, including: logo, typography, and color.

CalABLE

Logo
Typography
Color

Logo

CalABLE

Full Color Logo

CalABLE's logo consists of two parts, a mark and logotype. These two elements can be arranged into three separate lockups, middle, horizontal and vertical. In some rare instances, the mark can live on its own.

Whenever possible the logo should be represented in full color. If black or white versions are needed they are available in the library.
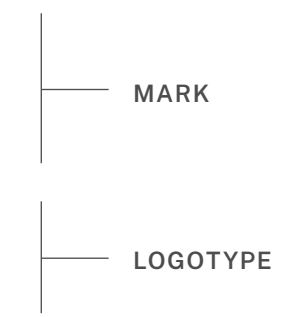
MIDDLE LOCKUP

HORIZONTAL LOCKUP

VERTICAL LOCKUP

BUG

Cal
ABLE

CalABLE

CalABLE

MARK   LOGOTYPE

MARK   LOGOTYPE

MARK

LOGOTYPE

MARK

Clear space

All applications of all versions of the CalABLE logo should adhere to clear space requirements. No other items such as artwork, copy or other logos should impede the clear space outlined below. As a rule of thumb the clear space should be equal to the height of the mark on all four sides.

MIDDLE LOCKUP

HORIZONTAL LOCKUP

VERTICAL LOCKUP

BUG

Typography

CalABLE

Typography Conventions

CalABLE's typography conventions utilize a single font family, Public Sans, in the following weights.
In any instance where additional weights should be needed they should always come from the Public Sans family. Instances that require a narrow font may utilize Public Sans Thin but this should be used sparingly.

HEADLINES

Aa

PUBLIC SANS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*(1234567890

SUBHEADS

Aa

PUBLIC SANS SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*(1234567890

BODY COPY

Aa

PUBLIC SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*(1234567890

04

DOWNLOAD PUBLIC SANS

Color

CalABLE

Primary

CalABLE's primary color pallete is simple and includes CalABLE Dark Blue, CalABLE Bright Blue and CalABLE Yellow. Permissible shades/tints of each primary color are outlined below their respective swatch. These shades/tints should be used sparingly and in accordance with best design practices.

CA DARK BLUE

HEX   #003594
RGB   0, 79, 157
CMYK   100, 75, 0, 6

CA MIDNIGHT BLUE   #0B2657

#E79702

CA BRIGHT BLUE

HEX   #099DDD
RGB   0, 15, 218
CMYK   85, 21, 0, 0

100%

CA LIGHT BLUE   #E5F4FB

CA YELLOW

HEX   #FCB316
RGB   252, 179, 22
CMYK   0, 33, 100, 0

CA LIGHT YELLOW   #FECD72

CA DARK YELLOW   #E79702

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CalABLE

Grayscale

Special Use

These may be used only in cases where digital UI requires more than 2-3 colors.

BLACK	#212121
	#2D2D2D
	#464646
	#909090
	#DADADA
	#EDEDED
WHITE	#FFFFFF

CA GREEN

HEX #21AB87
RGB 33, 171, 135

CA ORANGE

HEX #E8660D
RGB 232, 102, 13

CA RED

HEX #EB0D40
RGB 235, 13, 64