SCAG™

INNOVATING FOR A BETTER TOMORROW

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS BRAND PACKAGE

Designers & Communications Teams

UPDATED: DECEMBER 2021

WWW.SCAG.CA.GOV

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NAME

SCAG

FULL NAME

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

DON'T USE

~~SOCAL~~
~~ASSOCIATION~~
~~OF GOV'T~~

TAGLINE

INNOVATING FOR A BETTER TOMORROW

MAIN COLORS

C73M47Y33K7
C42M35Y35K1

BRAND LOGO

Download For Designer

Download For Non-Designer

LOGO

ONE-COLOR

DON'T USE

PLACEMENT

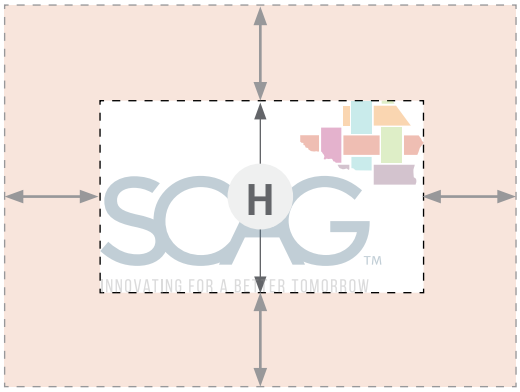
LOGO PLACEMENT

MINIMUM SIZE

=1"H

CLEAR SPACE

=½(H)



CO-BRAND

DON'T USE

COLORS

BRAND COLORS

Download ASE Color Palatte

MAIN

PMS5405C **C73M47Y33K7**
R110G129B145 HEX#6E8191

PMSCOOLGRAY7C **C42M35Y35K1**
R151G153B155 HEX#97999B

LOGO MARK

PMS144C **C2M54Y100K0**
R249G161B27 HEX#F9A11B

PMS325C **C56M0Y25K0**
R73G190B193 HEX#49BEC1

PMS675C **C29M99Y27K2**
R201G23B131 HEX#C91783

PMS173C **C12M87Y100K2**
R241G90B41 HEX#F15A29

PMS367C **C40M0Y81K0**
R173G209B54 HEX#ADD136

PMS5135C **C51M74Y34K111**
R127G80B108 HEX#7F506C

SECONDARY

PMS2965C **C100M45Y20K80**
R0G32B55 HEX#002037

PMSCOOLGRAY10C **C62M53Y47K19**
R99G102B106 HEX#63666A

PMSCOOLGRAY3C **C0M0Y0K17**
R214G219B222 HEX#C9C9C9

FONTS

BRAND FONTS

LOGO FONTS

CENTURY GOTHIC BOLD

BEBAS NEUE REGULAR

MERRIWEATHER SANS BOOK

COPY FONTS

SEGOE UI LIGHT (ITALIC)

SEGOE UI REGULAR *(ITALIC)*

SEGOE UI BOLD *(ITALIC)*

CALIBRI LIGHT *(ITALIC)*

CALIBRI REGULAR *(ITALIC)*

CALIBRI BOLD *(ITALIC)*

TEMPLATES

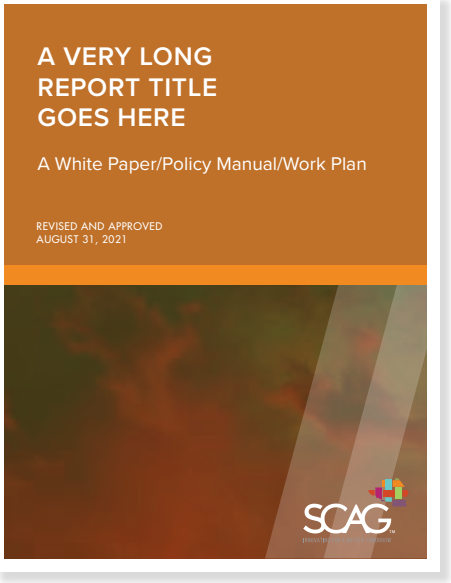
DESIGNER TEMPLATES

Download For Designer

Fact Sheet
Report/White Paper

FACT SHEET

REPORT/ WHITE PAPER



BACKGROUND COLORS

HEADER/FOOTER
HEX#002634

NAVIGATION
HEX#65C8C7

ALTERNATE OPTIONS

HEX#6C4262

HEX#9F1F61

HEX#7BA941

HEX#CF5927

HEX#C73227

HEX#2E9694

HEADING/ NAVAGATION

FUTURA (PRIMARY)
CENTURY GOTHIC (SECONDARY)

BODY

PROXIMA NOVA (PRIMARY)
RALEWAY (SECONDARY)

WEB APPLICATIONS

in addition to WEB STANDARDS

BACKGROUND COLOR OPTIONS

HEADER/FOOTER
HEX#002634

NAVIGATION
HEX#65C8C7

*LOGO PLACEMENT

>50px

<50px

**Contact logos@scag.ca.gov for final approval on logo placement in web applications.*

DON'T USE

FOR QUESTIONS AND ADDITIONAL INFORMATION PLEASE CONTACT

LOGOS@SCAG.CA.GOV