Tony For Wisconsin 2022 Style Guide

Primary Logos

Brush Strokes

Brush Strokes are to be used either behind text or as underlines.

Color Guide

#001F64

#7CC099

#AB1A10

#FFFFFF

#000000

Typography

Primary/Headline

Leksa Sans Regular

To be used on headlines and short text on creative content and text. Can be used on body for short copy only. Can be Blue (#001F64) or Black (#000000).

Secondary/Body Copy

Merriweather Sans

To be used on body copy and longer text. Can be Blue (#001F64) or Black (#000000).

Video Captions

Leksa Sans Regular

All videos produced by the campaign with captions will use Leksa Sans Regular with captions with white (#FFFFFF) text and blue (#001F64) background with the blue background extending 10 pixels beyond the words. Text be center aligned. Text will be positioned at -50 from the bottom on the x-axis when possible.