

# Combined Federal Campaign 2019 Identity Guidelines



## Fonts

### Open Sans

Open Sans is used for headline and body text. If Open Sans is unavailable, use Arial in its place.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Extra Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

### Mixtape Mike

Mixtape Mike is used for the campaign mark and sparingly in other materials.

Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

## Colors

Campaign colors are used for the *Show Some Love* campaign mark and sparingly elsewhere. Only one campaign color should be used per material. When used with a campaign color, the solid blue (or white) CFC logo is preferred.

### Campaign Turquoise

C - 82% R - 32  
M - 32% G - 138  
Y - 29% B - 163  
K - 1% #208aa3

### Campaign Orange

C - 5% R - 234  
M - 67% G - 114  
Y - 100% B - 0  
K - 0% #e97200

### Campaign Green

C - 58% R - 116  
M - 0% G - 193  
Y - 82% B - 99  
K - 0% #73c162

### Campaign Magenta

C - 0% R - 240  
M - 84% G - 81  
Y - 32% B - 121  
K - 0% #f05179

### Campaign Blue

C - 57% R - 86  
M - 0% G - 201  
Y - 3% B - 237  
K - 0% #56c9ed

### Campaign Yellow

C - 0% R - 255  
M - 23% G - 197  
Y - 98% B - 20  
K - 0% #ffc514

### CFC Grey

C - 0% R - 88  
M - 0% G - 89  
Y - 0% B - 91  
K - 80% #58585b

### CFC Blue

C - 100% R - 0  
M - 68% G - 52  
Y - 7% B - 121  
K - 28% #003479

### CFC Red

C - 5% R - 172  
M - 100% G - 26  
Y - 71% B - 47  
K - 22% #ac1a2f

## Logos



**Show Some Love Campaign Mark**  
The campaign mark should always be used with the CFC logo and the call-to-action or URL. Any of the campaign colors may be used.



### CFC Logo

CFC brand standards govern the use of the CFC logo. Visit the [OPM website](#) to obtain the logo and brand standards.

**NOTE:** For a complete brand style guide, please refer to the [2019 CFC Graphical Standards document](#).