



BYOBAGS STYLE GUIDE

CUYAHOGA COUNTY PLASTIC BAG BAN

TYPOGRAPHY

HEADER TEXT - HEAVITAS

Note: Heavitas (shown below) serves as the font for all header text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

BODY TEXT - ARIAL

Note: Arial (shown below) serves as the font for all body/main paragraph text.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

SLOGAN

Note: BYOBags should always be spelled using the full word “bags” at a minimum. It may be fully written out “Bring Your Own Bags” but should never be written as “BYOB.”

LOGO PLACEMENT

Note: The BYOBags logo is intended to be placed on a white background only.

ADDITIONAL ARTWORK

Note: The earth and heron should be used as graphic accents and not as stand alone mascots. The reusable bag artwork is included for style reference.



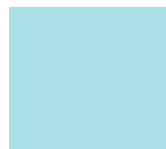
BLUE
PANTONE 2945 C
RGB: 0, 105, 170
CMYK: 100, 45, 0, 14
HEX: 0069aa



GREEN
PANTONE 369 C
RGB: 109, 179, 63
CMYK: 59, 0, 100, 7
HEX: 6db33f



TEAL
RGB: 0, 181, 202
CMYK: 76, 3, 20, 0
HEX: 4B5155



LIGHT BLUE
PANTONE 304 C
RGB: 173, 223, 232
CMYK: 30, 0, 8, 0
HEX: addfe8



DARK GREEN
PANTONE 364C
RGB: 56, 124, 44
CMYK: 65, 0, 100, 42
HEX: 387c2c