

STYLE GUIDE

LOGOS

Please do not stretch or compress the logo in any form. To prevent this, hold down the Shift key or use the corner arrow while resizing the image.



COLORS



R: 181
G: 28
B: 92
HEX: BS1CSC

C: 25%
M:100%
Y: 45%
K: 6%



R: 232
G: 105
B: 158
HEX: E8699E

C: 4%
M:73%
Y: 7%
K: 0%



R: 102
G: 7
B: 130
HEX: 660782

C: 74%
M:100%
Y: 12%
K: 5%



R: 142
G: 143
B: 43
HEX: 8E8F2B

C: 47%
M:31%
Y: 100%
K: 8%



R: 181
G: 166
B: 28
HEX: BSA61C

C: 33%
M:27%
Y: 7%
K: 2%

LOGO FONT

STORK STORYTIME (all caps)
Gill Sans MT Regular

READS (all caps)
Rockwell Regular

ADDITIONAL FONT

Segoe Print Regular
Segoe Print Bold

TEXT

Calibri Regular
Calibri Bold
Calibri Italic
Calibri Bold Italic
Calibri Bold Light
Calibri Light Italic

WORD PREFERENCES

Caregiver
Expecting families
Growing families
Read aloud

GRAMMATICAL STANDARDS

Storytime (no space)

TAGLINE

Delivering Literacy