MINI BRAND STYLE GUIDE

STATEWIDE CALIFORNIA EARTHQUAKE CENTER

PRIMARY LOGO (2 colors)

Download logo image files at
www.scec.org/brand-guide

WORDMARK

FAVICON

SECONDARY LOGO (1 color)

SUBMARK
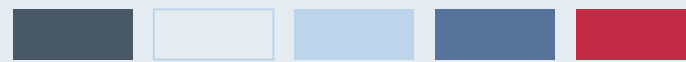
Use the primary or secondary logo on a light background

Use the white secondary logo on a dark background

COLORS

DARK GRAY
HEX: #495867
RGB: 73, 88, 103
CMYK: 29, 15, 0, 60

LIGHT BLUE
HEX: #E4EBF1
RGB: 228, 235, 241
CMYK: 5, 2, 0, 5

MEDIUM BLUE
HEX: #BDD5EA
RGB: 189, 213, 234
CMYK: 19, 9, 0, 8

DARK BLUE
HEX: #577399
RGB: 87, 115, 153
CMYK: 43, 25, 0, 40

CARDINAL RED
HEX: #C22B48
RGB: 194, 43, 72
CMYK: 0, 78, 63, 24

FONTS

Use for H1, headline, titles, quotes

Lora

Normal	Normal Italic
Medium	Medium Italic
Semi Bold	Semi Bold Italic
Bold	Bold Italic

Use for H2, H3, sub-headline, body text

Roboto

Light	Light Italic
Normal	Normal Italic
Medium	Medium Italic
Bold	Bold Italic

MISSION

SCEC develops and shares cutting-edge earthquake system science to enhance California's resilience and to educate and inspire future scientists. We achieve this by focusing on:

- EARTHQUAKE SCIENCE INNOVATION
- EDUCATION & WORKFORCE DEVELOPMENT
- OUTREACH & COMMUNITY ENGAGEMENT
- EARTHQUAKE RISK REDUCTION