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UPSTATE SC

Brand Guidelines

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IDENTITY GUIDELINES

TYPOGRAPHY

Source Sans Pro

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Blonde Script

Regular
ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR

	#000000		#E2A713
	#768389		#275D72
	#D1D3D4		#007082
	#F5F6F6		#00899C
	#FFFFFF		#5BAABC

!

PERMISSIONS REQUEST

If you are interested in using the Upstate South Carolina's identity system, please direct all permissions requests to:

Tiffany Tate

GLOBAL CITIES PROGRAM COORDINATOR
UPSTATE SC ALLIANCE

ttate@upstatealliance.com
864.283.2309

PRIMARY LOGO On Light Background

This logo is to be used on white or light background colors only.

PRIMARY LOGO On Dark Background

This logo is to be used on dark backgrounds only.

PRIMARY LOGO Grayscale

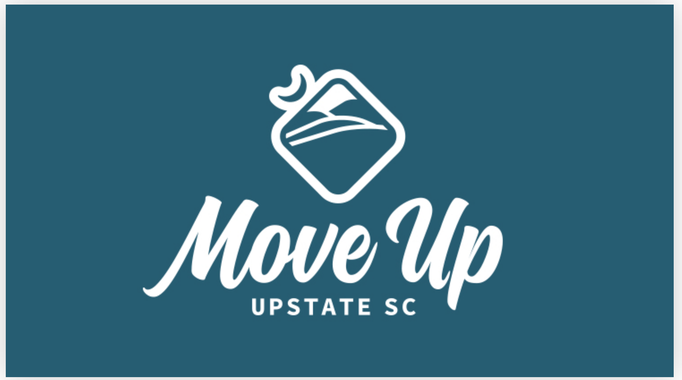
This logo is to be used in cases where color is not available.

PRIMARY LOGO Grayscale on Dark Background

This logo is to be used in cases where color is not available on a black or dark background.

PRIMARY LOGO Single Color

This logo is to be used in cases that require a single color. Only use brand colors.



PRIMARY LOGO Single Color on Dark Background

This logo is to be used in cases that require a single color on a dark background. Only use brand colors.

HORIZONTAL LOGO On Light Background

This logo is to be used on white or light background colors only.

HORIZONTAL LOGO On Dark Background

This logo is to be used on dark backgrounds only.

HORIZONTAL LOGO Grayscale

This logo is to be used in cases where color is not available.

HORIZONTAL LOGO Grayscale on Dark Background

This logo is to be used in cases where color is not available on a black or dark background.

HORIZONTAL LOGO Single Color

This logo is to be used in cases that require a single color. Only use brand colors.

HORIZONTAL LOGO Single Color on Dark Background

This logo is to be used in cases that require a single color on a dark background. Only use brand colors.

LOGOTYPE On Light Background

This logo is to be used on white or light background colors only.

LOGOTYPE On Dark Background

This logo is to be used on dark backgrounds only.

LOGOTYPE Grayscale

This logo is to be used in cases where color is not available.

LOGOTYPE Grayscale on Dark Background

This logo is to be used in cases where color is not available on a black or dark background.

LOGOTYPE Single Color

This logo is to be used in cases that require a single color. Only use brand colors.

LOGOTYPE Single Color on Dark Background

This logo is to be used in cases that require a single color on a dark background. Only use brand colors.

MARK On Light Background

This mark is to be used on white or light background colors only.

MARK On Dark Background

This mark is to be used on dark backgrounds only.

MARK Grayscale

This mark is to be used in cases where color is not available.

MARK Grayscale on Dark Background

This mark is to be used in cases where color is not available on a black or dark background.

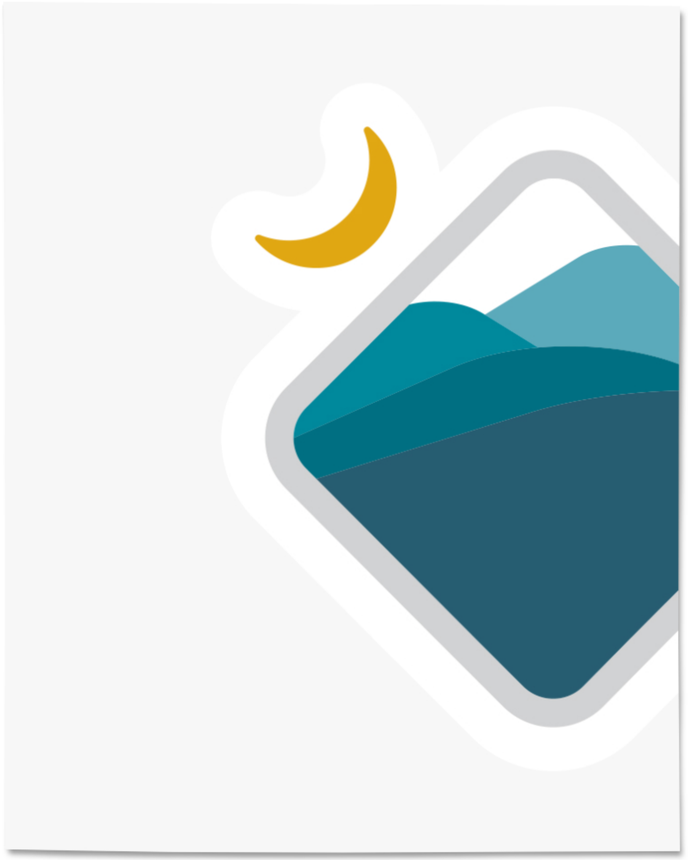
MARK Single Color

This mark is to be used in cases that require a single color. Only use brand colors.

MARK Single Color on Dark Background

This mark is to be used in cases that require a single color on a dark background. Only use brand colors.

EXAMPLES



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Up Your Lifestyle

Up Your Passions

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