

Quick Style Guide



OhioLINK

Connecting Libraries, Learning & Discovery

A Division of the Ohio Department of Higher Education

An **OH·TECH** Consortium Member



Primary Mark

Preferred print size: .75" tall

Minimum print size: 6.25" tall

Minimum digital size 85 px tall



OhioLINK

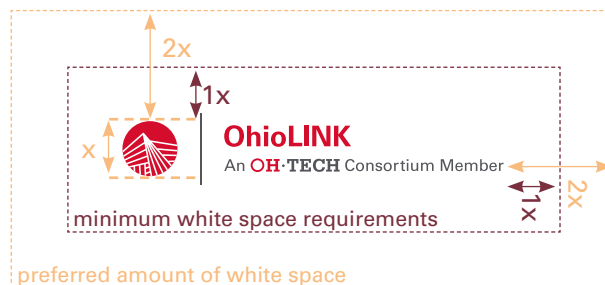
An **OH·TECH** Consortium Member



Secondary/Small Scale Mark

Maximum print size: .5" tall

Minimum digital size 40 px tall



Display Text

Subheading

Ta suntem cone quatur aspidist accae porepro volectae magnimus rem debisimaxim ipitem ut que ommoloreium recabore raeptaqui volore nem nonsed ere enda num ium, earum voluptate eos eseniat emporemporro bea dolorum nonsed et audae cus repe pelestrum quo volorepudam, ut et fuga. Ut odigendicati odites asperchil in ped mo el?

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SUBHEADING
Univers LT Std 65 Bold
18 pt / 21.6 pt leading
Tracking: -10
Kerning: Optical
Color: Dark Gray

DISPLAY TEXT
Serifa Std 65 Bold
30 pt / 36 pt leading
Tracking: 0
Kerning: Optical
Color: Pantone 200

BODY COPY
Univers LT Std 55 Roman
10 pt / 12 pt leading
Tracking: -10
Kerning: Optical
Color: Dark Gray
.125" between para

Primary Palette



Pantone 186
CMYK: 2, 100, 85, 6
RGB: 200, 16, 46
HEX: C8102E



Pantone 195
CMYK: 19, 90, 50, 55
RGB: 120, 47, 64
HEX: 782F40



Pantone Cool Gray 11
CMYK: 44, 34, 22, 77
RGB: 83, 86, 90
HEX: 53565A



Pantone Cool Gray 7
CMYK: 20, 14, 12, 40
RGB: 151, 153, 155
HEX: 97999B



Pantone Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000



White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

Secondary Palette



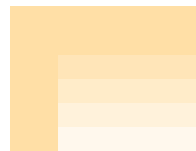
Pantone 2768
CMYK: 100, 90, 13, 71
RGB: 7, 29, 73
HEX: 071D49



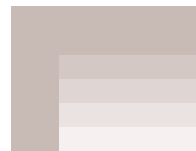
Pantone 550
CMYK: 42, 7, 8, 8
RGB: 141, 185, 202
HEX: 8DB9CA



Pantone 156
CMYK: 0, 23, 49, 0
RGB: 239, 190, 125
HEX: EFBE7D



Pantone 7401
CMYK: 70, 4, 27, 0
RGB: 245, 225, 164
HEX: F5E1A4



Pantone 406
CMYK: 5, 8, 10, 16
RGB: 196, 188, 183
HEX: C4BCB7