

TURNER



FOR DISTRICT ATTORNEY

BRANDING GUIDELINES



01

TURNER FOR DA

This presentation outlines the campaign brand for Turner for DA.

Included are campaign visual guidelines as well as brand voice and personality.



LOGO

The logo uses a clean vector-based approach to give the campaign a modern, admirable and approachable feel.



ICON

The icon represents the duties of the Attorney General.



02

TYPOGRAPHY

Proxima Nova Regular

Proxima Nova Medium

Proxima Nova Semibold

Proxima Nova Bold

Proxima Nova Extrabold

Proxima Nova Black

Proxima Nova Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

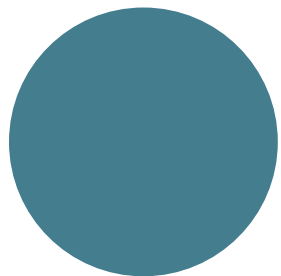
abcdefghijklmnopqrstuvwxyz

1234567890-=!@#\$%^&*()_+

03

COLOR PALETTE

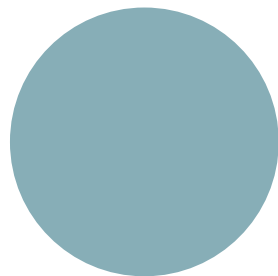
04



hex #457d8e

hsl (194, 35%, 41%)

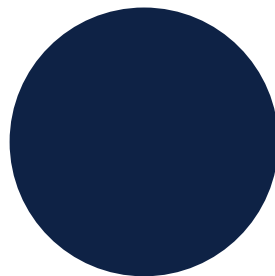
rgb (69, 125, 142)



hex #88afb8

hsl (191, 25%, 63%)

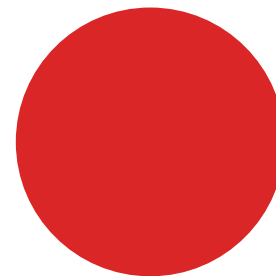
rgb (136, 175, 184)



hex #042246

hsl (213, 89%, 15%)

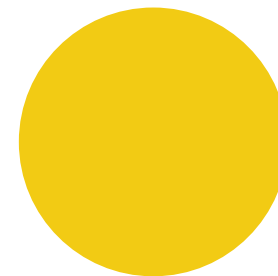
rgb (4, 34, 70)



hex #d82416

hsl(4, 82%, 47%)

rgb(216, 36, 22)



hex #f2cb00

hsl (50, 100%, 47%)

rgb (242, 203, 0)

05

BRAND SUMMARY

The brand is serious and traditional yet approachable and empathetic.

The colors signify Turner's experience as a federal law enforcement officer. They represent a key component of the campaign: her capacity to build relationships between constituents and law enforcement.

Vote Turner for DA and elect a career public servant who is tough but, fair.