

PUBLIC

SERVICE COMMUNICATIONS

WEB BRAND STYLE GUIDE



PURPOSE

The goal of these brand guidelines are to protect the strength of your brand so that it continues to create value for your company, they also play an important role in managing perceptions of your company. Every time you communicate with customers, suppliers, employees, investors, journalists and the community, it is essential to build and reinforce a consistent perception of your company. Brand guidelines help you to achieve that goal.

WHAT IS A BRAND?

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.

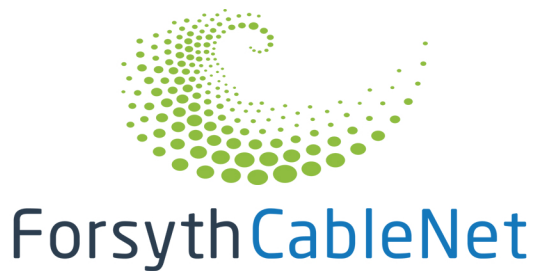
“Your brand is what people say about you when you're not in the room.” — Jeff Bezos,

Amazon founder

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PUBLIC SERVICE BRAND FAMILY

A family brand may be referred to a group of different products belonging to a single brand that are marketed under their parent brand. The different products with different images are put under the major brand or the parent brand. Family branding helps in launching new products easily and enhances market acceptance of new products. The Public Service Brand Family consists of the following entities:



BRAND WEB COLOR GUIDE

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words. Color is the visual component people remember most about a brand followed closely by shapes/symbols then numbers and finally words. Many of the most recognizable brands in the world rely on color as a key factor in their instant recognition.



#8FBE41
PRIMARY

RGB 143 190 65
HSL 0.23 0.49 0.50
HSV 83° 66° 75°
CMYK 0.25 0.00 0.66 0.25



#0F78BB
PRIMARY

RGB 151 20 187
HSL 0.56 0.85 0.40
HSV 203° 92° 73°
CMYK 0.92 0.36 0.00 0.27



#2E3E50
PRIMARY

RGB 46 62 80
HSL 0.59 0.27 0.25
HSV 212° 43° 31°
CMYK 0.43 0.23 0.00 0.69

EXPANDED WEB COLOR FAMILY

FLINT RIVER



SCALING YOUR BUSINESS

And together we are building a safe, strong, and
profitable business. We'll make the changes we know
you need, our customers will be happy and we'll have
primary services that are there in their pocket.



ELEVATE
YOURSELF



#8FBE41
PRIMARY

RGB 143 190 65
HSL 0.23 0.49 0.50
HSV 83° 66° 75°
CMYK 0.25 0.00 0.66 0.25

#0F78BB
PRIMARY

RGB 151 20 187
HSL 0.56 0.85 0.40
HSV 203° 92° 73°
CMYK 0.92 0.36 0.00 0.27

#2E3E50
PRIMARY

RGB 46 62 80
HSL 0.59 0.27 0.25
HSV 212° 43° 31°
CMYK 0.43 0.23 0.00 0.69

SECONDARY SHADING COLORS

#4C7902

#1B2531

#34495E

04

OPEN SANS FONT

SEMIBOLD WEIGHT

AABBCCDDEEFFGGHHLIJJKKLIMM
NNOOPPQQRRSSTTUUVVWWXXYYZZ

REGULAR WEIGHT

AABBCCDDEEFFGGHHLIJJKKLIMM
NNOOPPQQRRSSTTUUVVWWXXYYZZ

LIGHT WEIGHT

AABBCCDDEEFFGGHHLIJJKKLIMM
NNOOPPQQRRSSTTUUVVWWXXYYZZ

DROID SANS FONT

BOLD WEIGHT

AABBCCDDEEFFGGHHLIJJKKLIMM
NNOOPPQQRRSSTTUUVVWWXXYYZZ

REGULAR WEIGHT

AABBCCDDEEFFGGHHLIJJKKLIMM
NNOOPPQQRRSSTTUUVVWWXXYYZZ



HIGH SPEED WIRELESS + INTERNET

DROID SANS FONT

PS Wireless gives you the service you deserve with the freedom you want! Our new plans offer a variety of options to best suit your professional and recreational needs. From our unrestrained high speed internet plans to our innovative VOIP phone packages, we have what you need to elevate to your voice, ideas and dreams.

OPEN SANS FONT

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