

# Combined Federal Campaign

## 2020 Identity Guidelines

### Be the Face of Change



## Fonts

### Open Sans

Open Sans is used for headline and body text. If Open Sans is unavailable, use Arial in its place.

Regular: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Extra Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

### Mixtape Mike

Mixtape Mike is used for the campaign mark and sparingly in other materials.

Regular: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Colors

Campaign colors are used for the *Show Some Love* campaign mark and sparingly elsewhere. Campaign turquoise is the preferred campaign color for emphasized fonts. The solid blue CFC logo is preferred.

### Campaign Turquoise

C - 82% R - 32  
M - 32% G - 138  
Y - 29% B - 163  
K - 1% #208aa3

### Campaign Orange

C - 5% R - 234  
M - 67% G - 114  
Y - 100% B - 0  
K - 0% #e97200

### Campaign Green

C - 58% R - 116  
M - 0% G - 193  
Y - 82% B - 99  
K - 0% #73c162

### Campaign Magenta

C - 0% R - 240  
M - 84% G - 81  
Y - 32% B - 121  
K - 0% #f05179

### Campaign Blue

C - 57% R - 86  
M - 0% G - 201  
Y - 3% B - 237  
K - 0% #56c9ed

### Campaign Yellow

C - 0% R - 255  
M - 23% G - 197  
Y - 98% B - 20  
K - 0% #ffc514

### CFC Grey

C - 0% R - 88  
M - 0% G - 89  
Y - 0% B - 91  
K - 80% #58585b

### CFC Blue

C - 100% R - 0  
M - 68% G - 52  
Y - 7% B - 121  
K - 28% #003479

### CFC Red

C - 5% R - 172  
M - 100% G - 26  
Y - 71% B - 47  
K - 22% #ac1a2f

## Logos



### CFC Logo & URL

The CFC logo and URL should be used on all materials. Visit the [OPM website](https://www.opm.gov) to obtain the CFC logo and brand standards.



### Show Some Love Campaign Mark

The campaign mark should be included in marketing materials. Any of the campaign colors may be used.

*NOTE: For a complete brand style guide, please refer to the 2020 CFC Graphical Standards document.*