SHOW-ME NETWORK

BRANDING GUIDELINES

LOGO

Where possible, the Show-Me Network logo should be blue and green, as in the **Primary** logo below. In instances where more impact is needed by using a blue background, the logo should be white and green, as in the **Primary - Reverse** logo. If only one color can be used for the logo, please use blue or white, as shown in the **1-Color** options below. These color combinations are shown in order of priority. For grayscale, a **1-Color Grayscale** option is available.

Primary

1-Color

Primary - Reverse

1-Color Reverse

1-Color Grayscale

LOGO SPACING

Ideally, please allow space equivalent to the width of the “N” around any Show-Me Network-related logo. The bootheel of the Missouri logo can hang below the recommended spacing as depicted here. Exceptions to this spacing rule can be made so long as the logo is not obscured or obstructed by other design elements. Use your best judgment.

Example

COLORS

Show-Me Network Blue is our primary color, intended to be steady, versatile, and dependable. Show-Me Network Green is our secondary color, representing growth and forward-thinking. Slate Gray is used for body copy, while Light Slate Gray is used for labels, dividers, and other supplementary information.

Show-Me Network Blue
RGB: R 0 G 106 B 155
CMYK: C 85 M 50 Y 0 K 0
Hex: #006A9B

Slate Gray
RGB: R 57 G 57 B 58
CMYK: C 12 M 0 Y 0 K 90
Hex: #39393A

Show-Me Network Light Blue
RGB: R 0 G 130 B 175
CMYK: C 70 M 30 Y 0 K 0
Hex: #1587EE

Light Slate Gray
RGB: R 57 G 57 B 58
CMYK: C 12 M 0 Y 0 K 90
Hex: #39393A

Show-Me Network Green
RGB: R 132 G 186 B 89
CMYK: C 60 M 0 Y 100 K 0
Hex: #84BA59

TYPOGRAPHY

Show-Me Network uses the **Proxima Nova** and **Proxima Nova Condensed** families of fonts for all applications, with the Condensed fonts typically being used for headings.

Proxima Nova is available via Adobe Fonts. If Proxima Nova/Adobe Fonts is unavailable, Montserrat can be used as an acceptable alternative.

	Leading	Tracking
Heading **PROXIMA NOVA CONDENSED BOLD**	93%	-3%
Heading (Alternate) **PROXIMA NOVA BOLD**	93%	-3%
Body Copy Proxima Nova Regular	125%	0
Body Copy Bold **Proxima Nova Bold**	125%	0

Proxima Nova Alternative

MONTSERRAT

ICONOGRAPHY

Here are some icons commonly used in Show-Me Network messaging. Icons bring emphasis, identity, and purpose to our communication.

Arrow Pointing Forward

Exponential Growth

Partners

Network

Impact

Launch

Programs

Services

Talent Pipeline