

Style Guide

Wisconsin Science Festival Colors

The following are the primary WSF colors. CMYK is typically for print while RGB is best for screens.



CYMK: 0, 60, 89, 0
RGB: 245, 130, 52



CYMK: 37, 17, 100, 0
RGB: 174, 182, 55



CMYK: 22, 100, 96, 15
RGB: 172, 31, 38



CMYK: 30, 0, 0, 85
RGB: 47, 68, 78



CYMK: 0, 0, 0, 770
RGB: 35, 31, 32
Used for paragraph and descriptive text



CYMK: 80, 50, 35, 25
RGB: 53, 84, 115
An option for lines, backgrounds or text elements

Wisconsin Science Festival Fonts

The Wisconsin Science Festival logo uses the font family Avenir. However, WSF print and web materials use the Univers family for headline and body copy. The Arial font family is an acceptable alternative if the Univers font family is not available.

Universe Black

Used for the date and some headlines.

Arial Black

Acceptable alternative font for event date and some headlines.

Universe Bold

Used for the URL and many headlines and subheads.

Arial Bold

Used for the URL and many headlines and subheads.

Universe Roman

Used for body copy, captions, listings, etc.

Arial Regular

Used for body copy, captions, listings, etc.