WSF Style Guide

Wisconsin Science Festival Colors

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

CMYK: 0, 60, 89, 0
RGB: 245, 130, 52
HEX: #F58234

CMYK: 80, 50, 35, 25
RGB: 53, 94, 115
HEX: #355E73

CMYK: 37, 17, 100, 0
RGB: 174, 182, 55
HEX: #AEB637

CMYK: 30, 0, 0, 85
RGB: 47, 68, 78
HEX: #2F444E

CMYK: 22, 100, 96, 15
RGB: 172, 31, 38
HEX: #AC1F26

CMYK: 0, 0, 0, 770
RGB: 35, 31, 32
HEX: #231F20
Used for paragraph and descriptive text.

CMYK: 4, 4, 0, 56
RGB: 108, 108, 113
HEX: #6C6C71

Wisconsin Science Festival Fonts

The Wisconsin Science Festival logo uses the Avenir font family. However, web materials use the Red Hat Text family and print materials use the Roboto Condensed family. The Arial font family is an acceptable alternative if Red Hat Text or Roboto Condensed are not available.

Red Hat Text Bold
Used for the date and some headlines.

Roboto Condensed Bold
Used for the date and some headlines.

Red Hat Text Medium
Used for headlines and subheadings.

Roboto Condensed Regular
Used for headlines and subheadings.

Red Hat Text Regular
Used for body, captions, listings, etc.

Roboto Condensed Light
Used for body, captions, listings, etc.

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