



# style guidelines

## logo usage

The Buckeye Hills Regional Council logo has been designed as a two color logo and should be displayed as such whenever possible. Please allow 25% of the logo's width and height as padding on all sides of the logo, and always use the logo as one item. Do not separate or isolate parts of the logo, unless pulling the stylized "8" for use as a stylistic element. It is not meant to replace the logo.

The logo should be used as shown, over white (or very light color values), and color should not be changed.

If needed, the logo can be shown over dark colors as a one color logo (white or bright red). The one color logo can also be used for t-shirts, embroidery, or other options that require the use of one color.

The Buckeye Hills Regional Council logo sub program logos are show below, and should be used as such.



## colors

The logo is built from two process colors:



Please use the following mixes:

Red: C=20, M=100, Y=100, K=15  
R=175, G=30, B=35 or #af1e23

Blue: C=100, M=88, Y=42, K=55  
R=7, G=27, B=60 or #071b3c

## font usage

The Buckeye Hills Regional Council type styles uses fonts from the Triplex Serif OT family.

For headlines, use Triplex Serif OT Bold with kerning set to -50.

For body text, use Triplex Serif OT Light or a similar slab serif or sans serif font. Body copy is set at 85% black, -30 kerning, 11 or 12 pt text recommended. Differing weights Triplex Serif OT can be used together as well (Bold, Italic, etc.)

This font family is available to sync on [typekit.com](http://typekit.com) (with a yearly subscription).  
[typekit.com/fonts/triplex-serif](http://typekit.com/fonts/triplex-serif)

A recommended substitute font is **Rockwell**. It is widely available in Microsoft Word, and similar to Triplex in style.