St. Louis Digital Divide Logo and Branding

Primary Logo
Stacked
3 Color Version

Secondary Logo
Horizontal

Color Palette

Font

Volte Semibold

Logo text has been typeset by hand.
Do not retype.

If brand font is unavailable, substitute with a visually similar font such as Arial Bold.

The brand colors are bold and high contrast. Navy and light green are accented by orange.
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Primary Logo
Stacked
2 Color Version

Only use this 2 color version of the primary logo if the 3 color version of the primary logo is not acceptable.

Icons

State of Missouri

WiFi Symbol

These icons are for use in brand marketing materials. Do not attempt to recreate or revise the logo using icons.

Logo Design Details

The WiFi symbol is an iconic visual of internet connectivity and serves the dual purpose of indicating St. Louis.

The outline of Missouri is easily recognizable.

The logo font is easy to read, even at smaller sizes.
Single Color Logos

Logos may be used in single color black or white.
Do not use logo in any other colors except for the color combinations already established.