

# St. Louis Digital Divide Logo and Branding

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## Primary Logo

Stacked  
3 Color Version

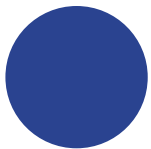


## Secondary Logo

Horizontal



## Color Palette



c95 m86 y8 k3  
46r 67g 143b  
#2e438f



c68 m0 y59 k0  
72r 188g 142b  
#48bc8e



c0 m85 y100 k0  
240r 78g 35b  
#f04e23

The brand colors are bold and high contrast.  
Navy and light green are accented by orange.

## 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.

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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.

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## 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.

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## Logo Design Details



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

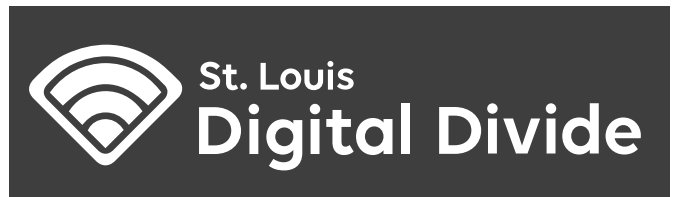
The outline of Missouri is easily recognizable.

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

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## 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.