

Center for Rural Innovation (CORI)

The key brand resources and fundamentals to get started with the CORI brand. Find logos, colors and typography specs.

CORI Logo

EPS



Full-Logo_CORI_Black

**Center
on Rural
Innovation**



Full-Logo_CORI_Cream

**Center
on Rural
Innovation**



Full-Logo_CORI_Dark-Teal

**Center
on Rural
Innovation**

Full-Logo_CORI_White



Logo-Mark_CORI_Black



Logo-Mark_CORI_Cream



Logo-Mark_CORI_Dark-Teal

Logo-Mark_CORI_White



**Center
on Rural
Innovation**

Full-Logo_CORI_Purple



**Center
on Rural
Innovation**

Full-Logo_CORI_Teal



**Center
on Rural
Innovation**

Full-Logo_CORI_Blue



**Center
on Rural
Innovation**

Full-Logo_CORI_Orange



Logo-Mark_CORI_Purple



Logo-Mark_CORI_Teal

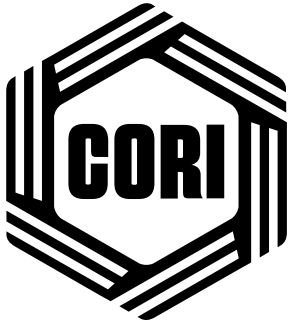


Logo-Mark_CORI_Blue



Logo-Mark_CORI_Orange

SVG



**Center
on Rural
Innovation**

Full-Logo_CORI_Black



**Center
on Rural
Innovation**

Full-Logo_CORI_Cream



**Center
on Rural
Innovation**

Full-Logo_CORI_Dark-Teal

Full-Logo_CORI_White



Logo-Mark_CORI_Black



Logo-Mark_CORI_Cream



Logo-Mark_CORI_Dark-Teal

Logo-Mark_CORI_White



**Center
on Rural
Innovation**

Full-Logo_CORI_Purple



**Center
on Rural
Innovation**

Full-Logo_CORI_Teal



**Center
on Rural
Innovation**

Full-Logo_CORI_Blue



**Center
on Rural
Innovation**

Full-Logo_CORI_Orange



Logo-Mark_CORI_Purple



Logo-Mark_CORI_Teal



Logo-Mark_CORI_Blue



Logo-Mark_CORI_Orange

PNG



**Center
on Rural
Innovation**

Full-Logo_CORI_Black



**Center
on Rural
Innovation**

Full-Logo_CORI_Teal



**Center
on Rural
Innovation**

Full-Logo_CORI_White

Full-Logo_CORI_Cream



Logo-Mark_CORI_Black



Logo-Mark_CORI_Cream



Logo-Mark_CORI_Dark-Teal

Logo-Mark__CORIWhite



Full-Logo_CORI_Purple



Full-Logo_CORI_Teal



Full-Logo_CORI_Blue



Full-Logo_CORI_Orange



Logo-Mark_CORI_Purple



Logo-Mark_CORI_Teal



Logo-Mark_CORI_Blue



Logo-Mark_CORI_Orange

JPEG



Full-Logo_Black



Full-Logo_CORI_Teal



Full-Logo_CORI_White

Center
on Rural
Innovation

Full-Logo_CORI_Cream



Logo-Mark_CORI_Black



Logo-Mark_CORI_Cream



Logo-Mark_CORI_Dark Teal

Logo-Mark_CORI_White



Full-Logo_CORI_Purple



Full-Logo_CORI_Teal



Full-Logo_CORI_Blue



Full-Logo_CORI_Orange



Logo-Mark_CORI_Purple



Logo-Mark_CORI_Teal



Logo-Mark_CORI_Blue



Logo-Mark_CORI_Orange

CIF Logo

EPS



Full-Logo_CIF_Black



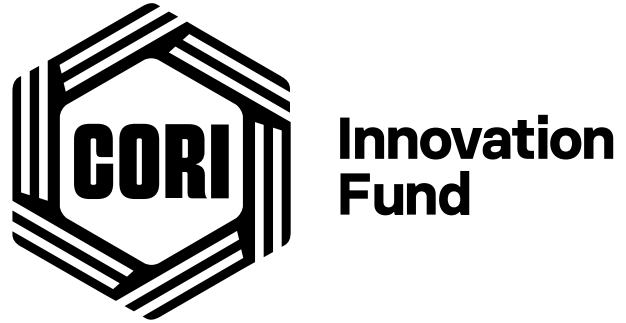
Full-Logo_CIF_Cream



Full-Logo_CIF_Teal

Full-Logo_CIF_White

SVG



Full-Logo_CIF_White

Full-Logo_CIF_Black



Full-Logo_CIF_Cream



Full-Logo_CIF_Teal

PNG



Full-Logo_CIF_Black



Full-Logo_CIF_Cream



Full-Logo_CIF_Teal

Full-Logo_CIF_White

JPEG



Full-Logo_CIF_Black



Full-Logo_CIF_Cream



Full-Logo_CIF_Teal

Full-Logo_CIF_White

RII Logo

EPS



**Rural
Innovation
Initiative**

Full-Logo_RII_Black



**Rural
Innovation
Initiative**

Full-Logo_RII_Cream



**Rural
Innovation
Initiative**

Full-Logo_RII_Purple



Full-Logo_RII_White

SVG



Full-Logo_RII_White

Full-Logo_RII_Black



Full-Logo_RII_Cream



Full-Logo_RII_Purple

PNG



Full-Logo_RII_Black



Full-Logo_RII_Cream



Full-Logo_RII_Purple

Full-Logo_RII_White

JPEG



Full-Logo_RII_Black



Full-Logo_RII_Cream



Full-Logo_RII_Purple

Full-Logo_RII_White

RIN Logo

EPS



**Rural
Innovation
Network**

Full-Logo_RIN_Black



**Rural
Innovation
Network**

Full-Logo_RIN_Cream



**Rural
Innovation
Network**

Full-Logo_RIN_Orange



Full-Logo_RIN_White

SVG



Full-Logo_RIN_White

Full-Logo_RIN_Black



Full-Logo_RIN_Cream



Full-Logo_RIN_Orange

PNG



Full-Logo_RIN_White

Full-Logo_RIN_Cream



Full-Logo_RIN_Orange



Full-Logo_RIN_Black

JPEG



Full-Logo_RIN_White

Full-Logo_RIN_Black



Full-Logo_RIN_Cream



Full-Logo_RIN_Orange

Color Palettes

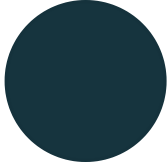
Primary Color Palette

Palette for Center on Rural Innovation



Black

#121E22
18, 30, 34
6, 2, 0, 87



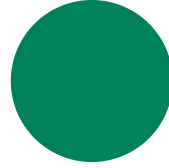
Dark Teal

#16343E
22, 52, 62
16, 4, 0, 76
7546 C



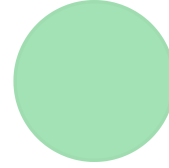
Teal

#26535C
38, 83, 92
21, 4, 0, 64
7477 C



Emerald

#00835D
0, 131, 93
51, 0, 15, 49
3288 C



Bright Mint

#A3E2B5
163, 226, 181
25, 0, 18, 11
351 C



Bright Gold

#FFE473
255, 228, 115
0, 11, 55, 0
2004 C



Cream

#FBF8E9
251, 248, 233
0, 1, 7, 2



Cool





#ECF5EF
236, 245, 239
4, 0, 2, 4



Off White


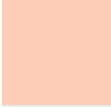


#FFFFFF9
255, 255, 249
0, 0, 2, 0

Secondary Color Palette

	RIN Orange	HEX #E74F2A	RGB 231, 79, 42
		CMYK 0, 60, 74, 9	PMS-C 7579 C
	RISI Blue	HEX #234FBF	RGB 35, 79, 191
		CMYK 61, 44, 0, 25	PMS-C 2131 C
	CIF Teal	HEX #259299	RGB 37, 146, 153
		CMYK 45, 3, 0, 40	PMS-C 2235 C
	RII Purple	HEX #48336A	RGB 72, 51, 106
		CMYK 13, 22, 0, 58	PMS-C 269 C

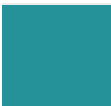
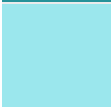


RIN Color Palette

The RIN color palette is made up of the orange colors below and all primary palette colors.

	RIN Orange	HEX #E74F2A	RGB 231,79,42
		CMYK 0,60,74,9	PMS-C 7579 C
	Light Orange	HEX #FECEB8	RGB 254,206,184
		CMYK 0,19,27,0	PMS-C
	Mid Orange	HEX #FA804A	RGB 250,128,74
		CMYK 0,48,69,2	PMS-C 164 C
	Dark Orange	HEX #B11A00	RGB 177,26,0
		CMYK 0,59,69,31	PMS-C 2350 C


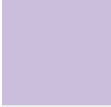


CIF Color Palette

The CIF color palette is made up of the teal colors below and all primary palette colors.

	CIF Teal	HEX #259299	RGB 37,146,153
		CMYK 45,3,0,40	PMS-C 2235 C
	Light Blue	HEX #9BE7ED	RGB 155,231,237
		CMYK 32,2,0,7	PMS-C
	Mid Blue	HEX #06BCCB	RGB 6,188,203
		CMYK 77,6,0,20	PMS-C 3115 C
	Dark Blue	HEX #004A5A	RGB 0,74,90
		CMYK 35,6,0,65	PMS-C 3165 C

RII Color Palette

The RII color palette is made up of the purple colors below and all primary palette colors.

	RII Purple	HEX #48336A	RGB 72,51,106
		CMYK 13,22,0,58	PMS-C 269 C
	Light Purple	HEX #CBBEDC	RGB 203,190,220
		CMYK 7,12,0,14	PMS-C
	Mid Purple	HEX #7658A2	RGB 118,88,162
		CMYK 17,29,0,36	PMS-C 7677 C
	Dark Purple	HEX #130332	RGB 19,3,50
		CMYK 12,18,0,80	PMS-C 5255 C

Typography

TT Hoves

TT Hoves WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

TT Hoves

Weight: 300

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

TT Hoves

Weight: 700

Style: normal

Usage

CSS

```
1 font-family: "TT Hoves", sans-serif;
```

TT Hoves Font Files: <https://www.dropbox.com/sh/s5xw4dbcag403zw/AACekAb3h4GFxBBw0WGeRI0Pa?dl=0>

TT Hoves Google Font Alternative (to use in Google Slides and Docs): Montserrat

TT Hoves

Center on Rural Innovation

Center on Rural Innovation

Montserrat

Center on Rural Innovation

Center on Rural Innovation

Bitter WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Bitter
Weight:
Style: *italic*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Bitter
Weight: 300
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Bitter
Weight: 400
Style: normal

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)**

Bitter
Weight: 700
Style: normal

Aa

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)***

Bitter
Weight: 700

Style: italic

Usage

HTML

```
1 <link href="https://fonts.googleapis.com/css?family=Bitter" rel="stylesheet" type="text/css">
```

CSS

```
1 font-family: "Bitter", sans-serif;
```

Typography Styles

H1

Text Color ● #121E22
Background ● #FFFFFF
Font: TT Hoves
Size: 55px
Line Height: 116%
Weight: 700

Text Colors



Background Colors

H1 Header

H2

Text Color ● #121E22
Background ● #FFFFFF
Font: TT Hoves
Size: 40px
Line Height: 125%
Weight: 700

Text Colors



Background Colors

H2 Header

H3

Text Color ● #121E22
Background ● #FFFFFF
Font: Bitter
Size: 31px
Line Height: 130%

Text Colors



Background Colors

H3 Header

H4

Text Color ● #121E22
Background ● #FFFFFF
Font: TT Hoves
Size: 25px
Line Height: 130%

H4 Header

Weight: 500

Text Colors



Background Colors



H5

Text Color ● #121E22

Background ● #FFFFFF

Font: TT Hoves

Size: 21px

Line Height: 130%

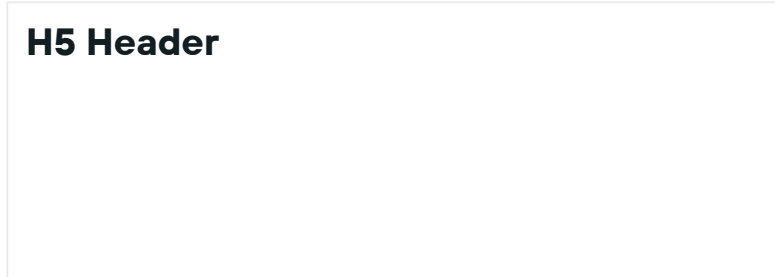
Weight: 500

H5 Header

Text Colors



Background Colors



H6

Text Color ● #121E22

Background ● #FFFFFF

Font: TT Hoves

Size: 13px

Line Height: 135%

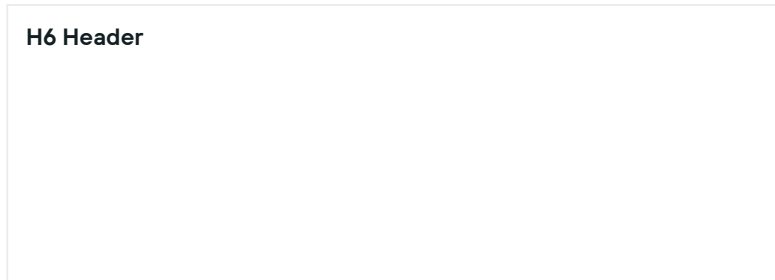
Weight: bold

H6 Header

Text Colors



Background Colors



Body Text

Text Color ● #121E22

Background ● #FFFFFF

Font: Bitter

Size: 17px

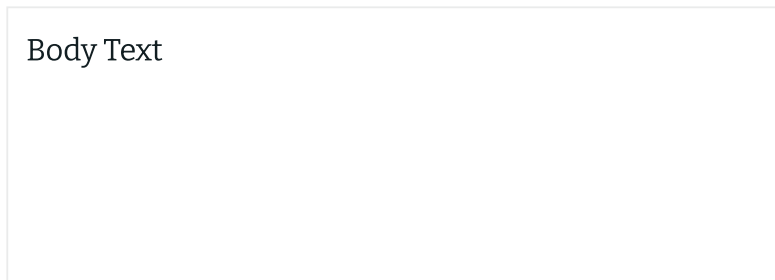
Line Height: 170%

Body Text

Text Colors

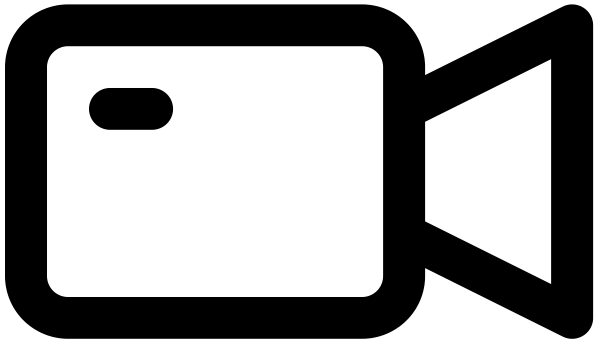


Background Colors

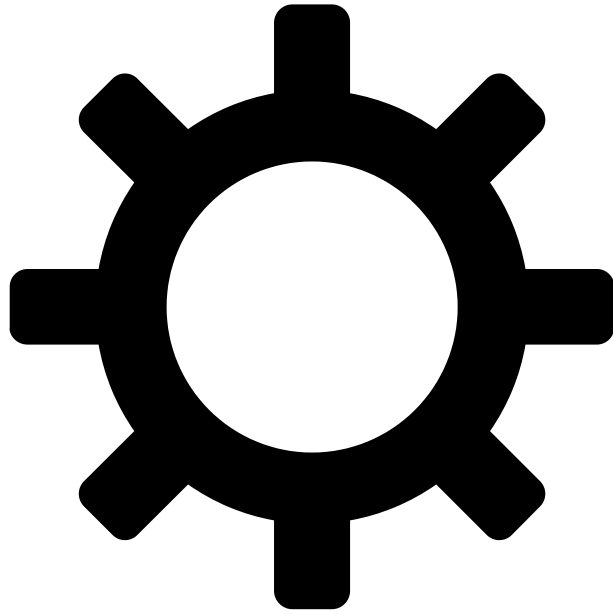


Icons

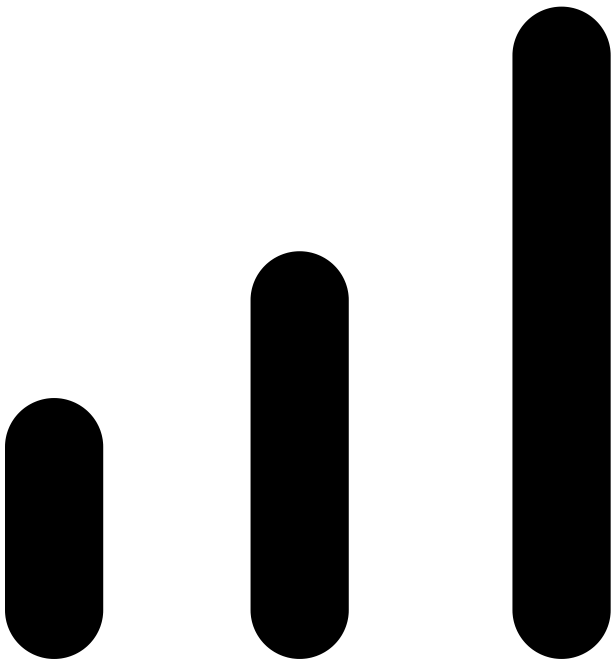
SVG



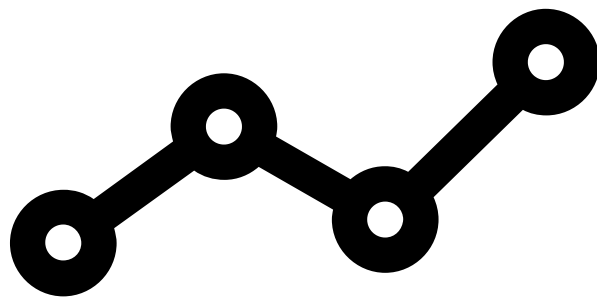
Video



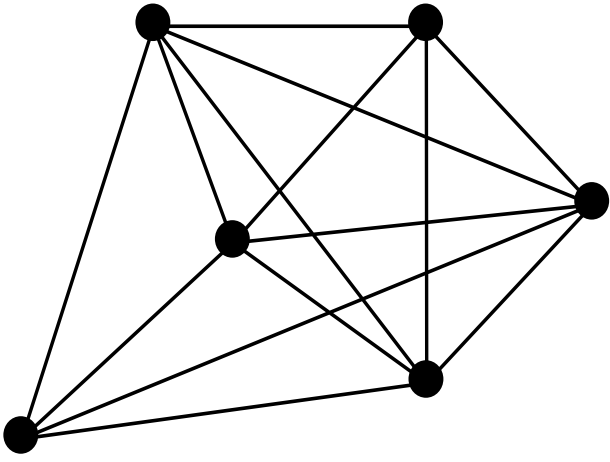
Toolkit



Report



Data



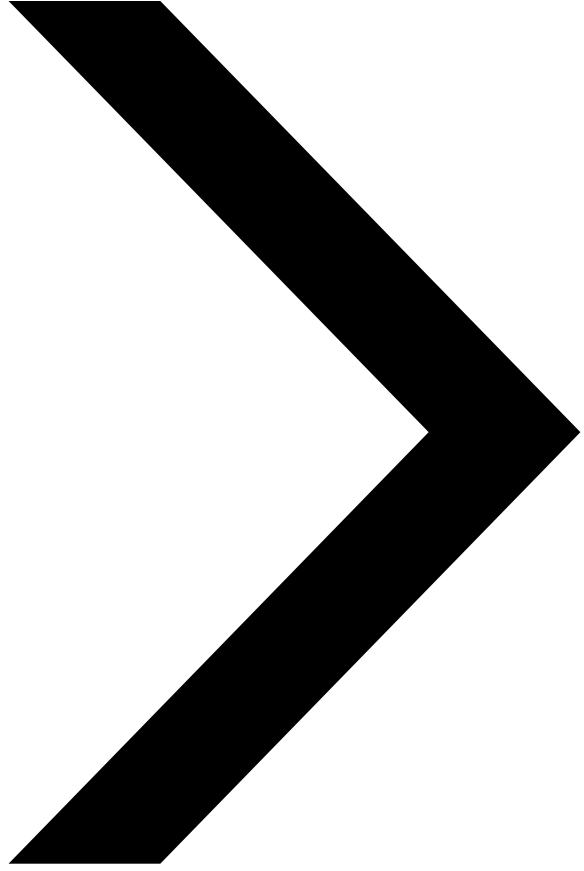
Network



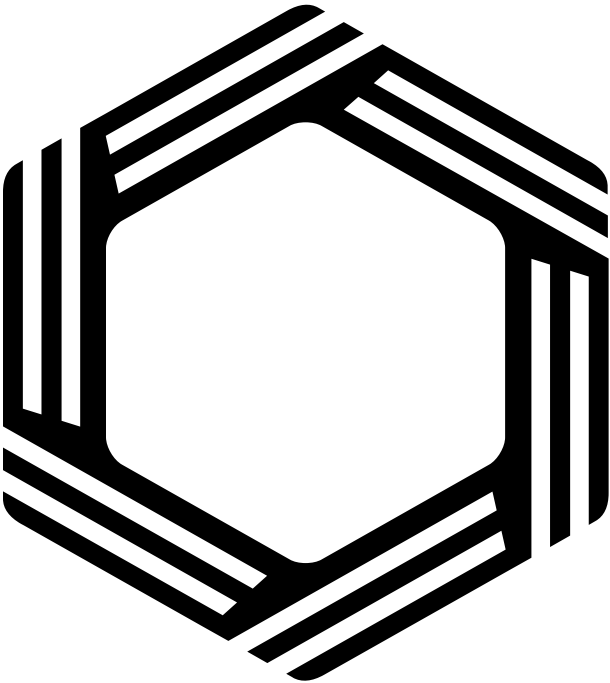
Map



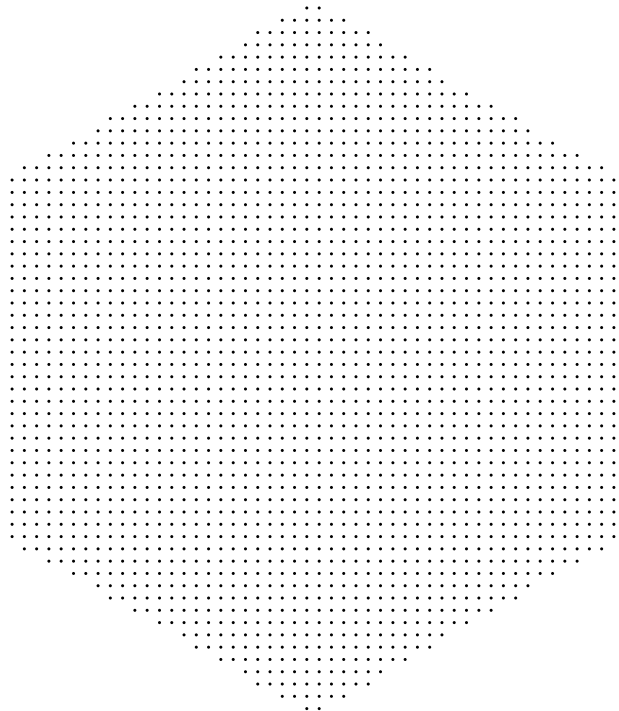
Quote



Arrow



Gear



hexagon_dots

PNG



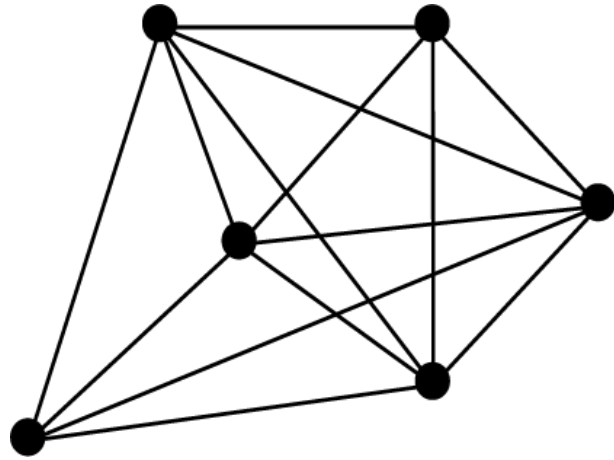
Arrow



Data



Map



Network



Quote



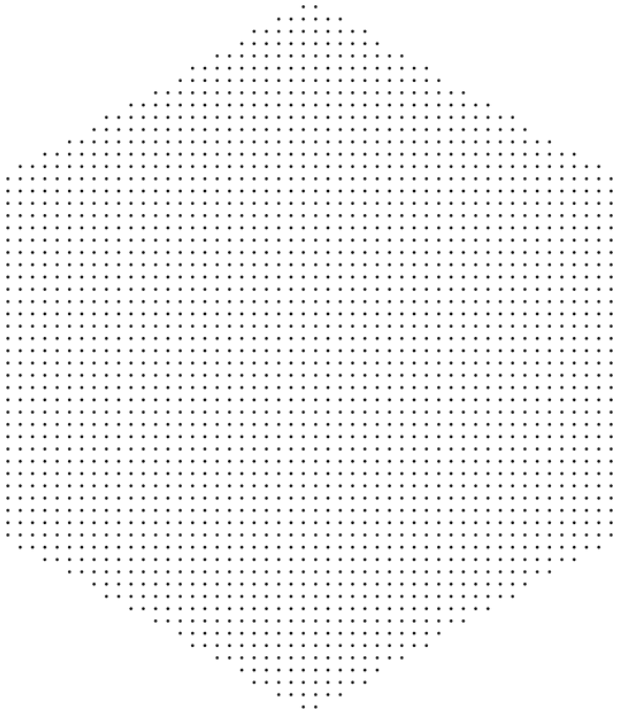
Report



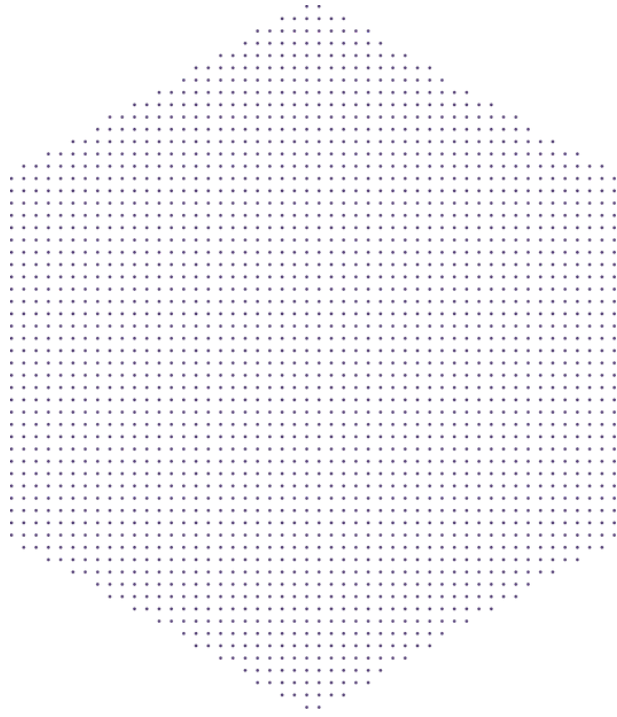
Toolkit



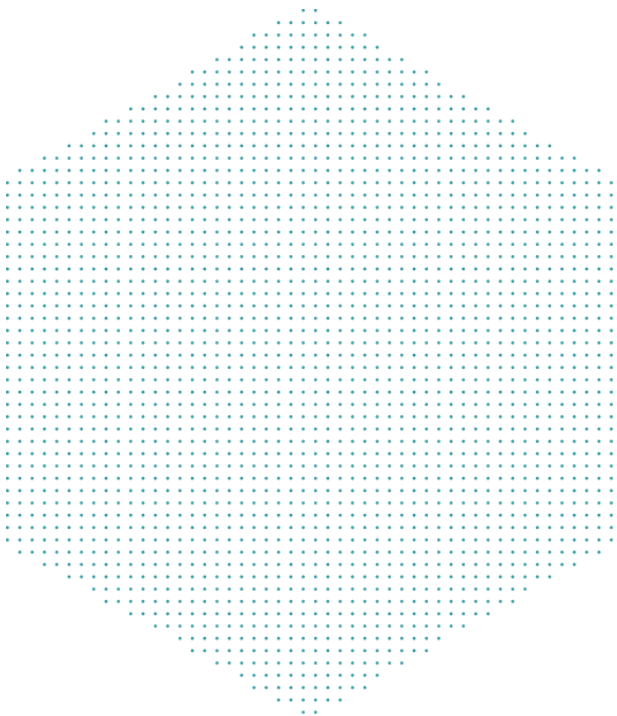
Video



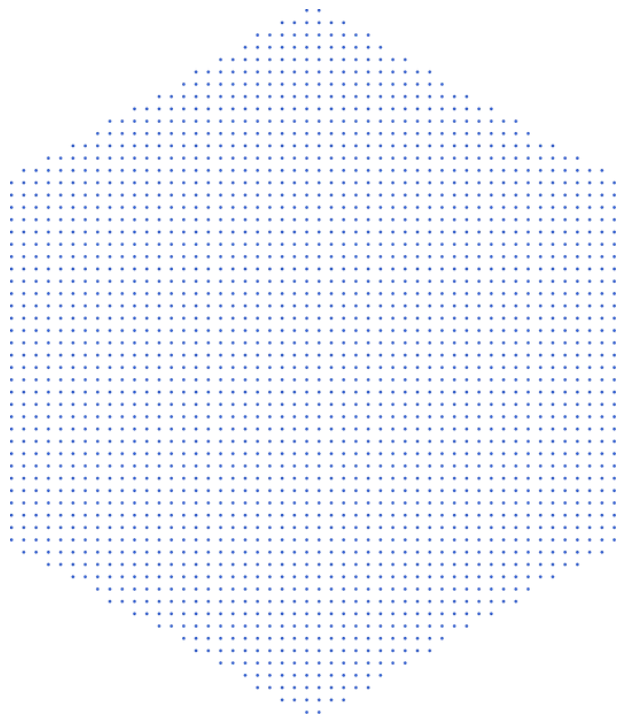
hexagon-dots_Black



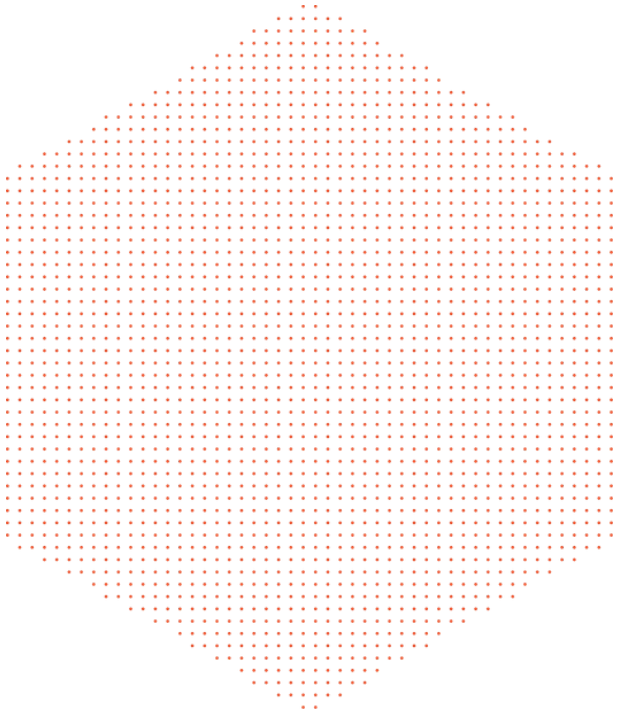
hexagon-dots_RII-Purple



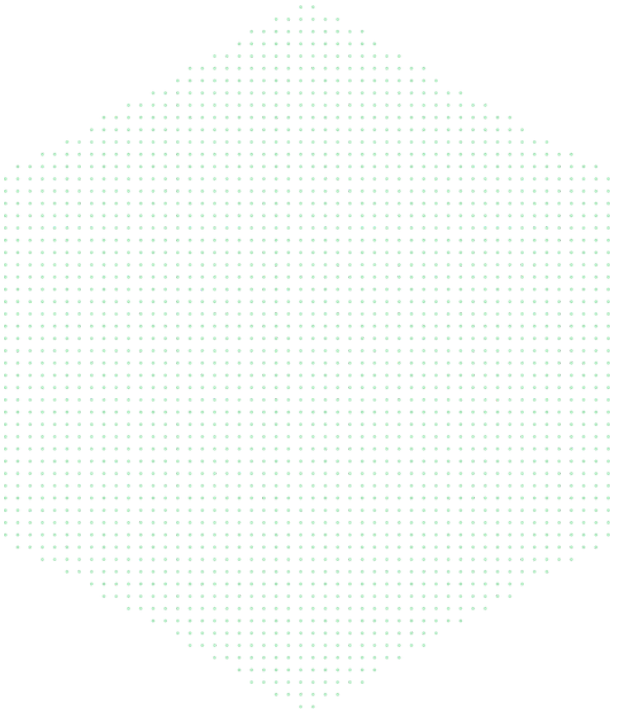
hexagon-dots_CIF-Teal



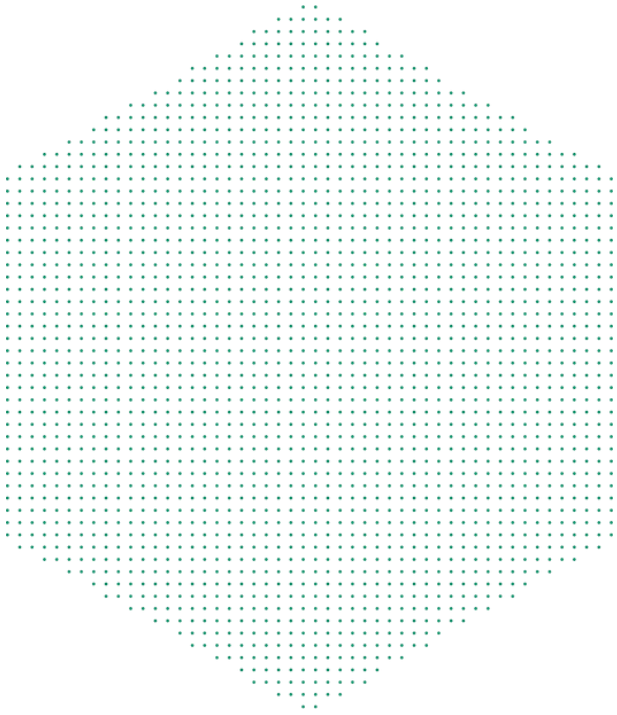
hexagon-dots_RISI-Blue



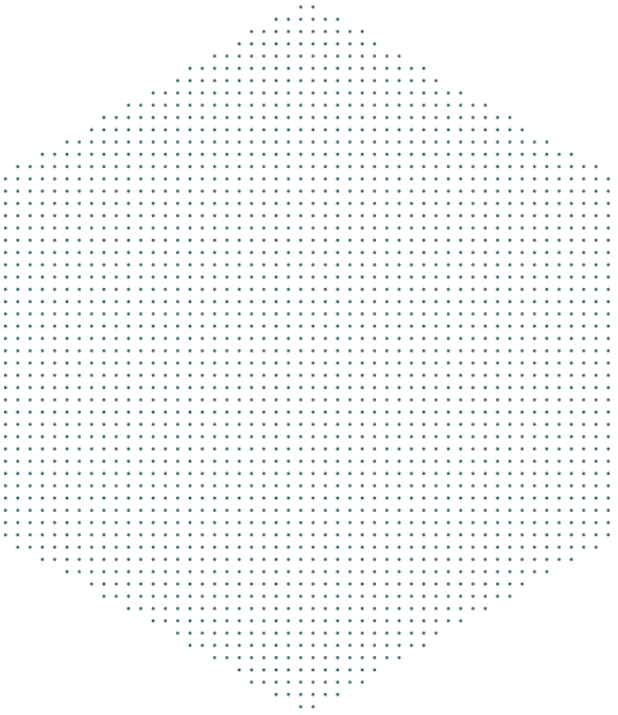
hexagon-dots_RIN-Orange



hexagon-dots_Bright-Mint



hexagon-dots_Emerald



hexagon-dots_Teal

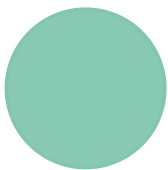
Duotone Photography

Duotone Colors



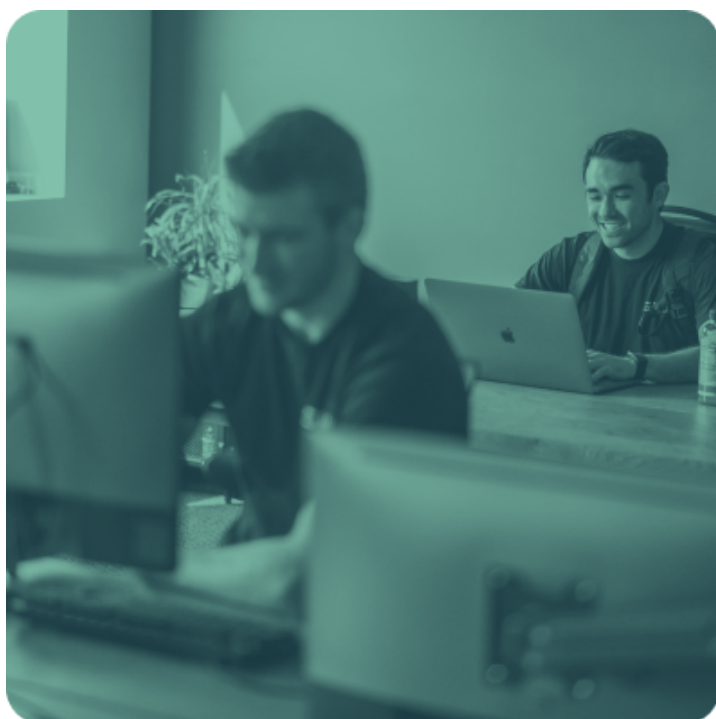
Dark Teal

#16343E
22, 52, 62



Light Teal

#87C9B2
135, 201, 178



Favicon & Social Share

Favicon



Favicon@2x.png

Social Share



Social-Share@2x.png

Deck Best Practices



CORI_Deck-Best-Practices.pdf
56 MB - pdf



CORI_Deck-Best-Practices.pdf.zip
55 MB - zip

Deck Design Best Practices

Background Elements

- Shapes to use: Rounded Hexagon (Solid or Dotted), Rounded Rectangle
- Hexagon shape should have rounded corners to mirror the shape of the CORI logo.
- If using a hexagon shape behind text, use a solid hexagon instead of the dotted hexagon for legibility.

Images

- Use images in either a rounded rectangle, regular (90 degree angle rectangle), or a rounded hexagon.
- Yellow highlight bar can be used at the bottom of images (similar to the community stories site design), to add a pop of color.

How to Use Sub-Brand Colors

- As often as possible use the sub-brand primary color (ex. RII Purple) for the sub-brand logo.
- Sub-brand colors can be used for design accents such as solid hexagons and dotted hexagons and other shapes or backgrounds.

Colors

- Try to achieve AA contrast (see the image below, any color combination with a green checkmark works!)

	#4283C	#2055A	#009999	#70DC8	#F8F7E	#FFEEF	#F28C3	#84D4	#C09999	#A43565
#4283C		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
#2055A	1.87		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
#009999	2.147	1.87		Aa	Aa	Aa	Aa	Aa	Aa	Aa
#70DC8	3.32	1.99	2.29		Aa	Aa	Aa	Aa	Aa	Aa
#F8F7E	8.84	5.38	7.69	1.31		Aa	Aa	Aa	Aa	Aa
#FFEEF	10.52	6.5	4.08	4.81	1.25		Aa	Aa	Aa	Aa
#F28C3	8.24	6.54	3.32	1.25	1.25	2.48		Aa	Aa	Aa
#84D4	4.51	2.70	1.38	1.98	3.00	2.48	5.38		Aa	Aa
#C09999	2.147	1.87	1.57	4.22	4.38	2.13	1.04	2.05		Aa
#A43565	4.35	2.61	1.37	2.05	3.8	2.58	1.04	2.05	2.22	

Underline

- Links within body text can use a regular text underline (using the text editor).
- Yellow underline links (try to use only for links): line should sit close to the text but not hit any text descenders (g, j, p, q, y letters) and should be about twice as thick as the weight of the text.

Typography

- Use TT Hoves for Headers and Bitter for body text, these is not a hard and fast rule but can be used majority of the time.
- Best practice: Aim for body text line-height to be between 140%-180%.
- Best practice: Aim for header text line-height to be between 110%-140%.
- Best practice: Aim for line length to be between 70-80 characters per line.

Deck Design Best Practices.png



CENTER ON RURAL INNOVATION

Rural Innovation Initiative

Developing Digital Economy
Ecosystem Strategies



Title Option 1.png



CENTER ON RURAL INNOVATION

Rural Innovation Initiative

Developing Digital Economy
Ecosystem Strategies



Title Option 2.png



CENTER ON RURAL INNOVATION

Rural Innovation Initiative

Developing Digital Economy
Ecosystem Strategies



Title Option 3.png

Social Avatars and Cover Photos

Social Avatars

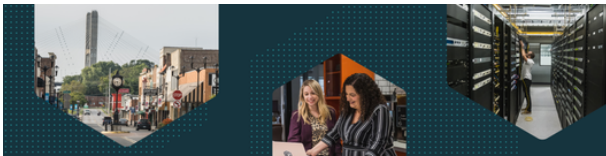


Twitter@2x



Facebook@2x

Social Cover Photos



LinkedIn@2x



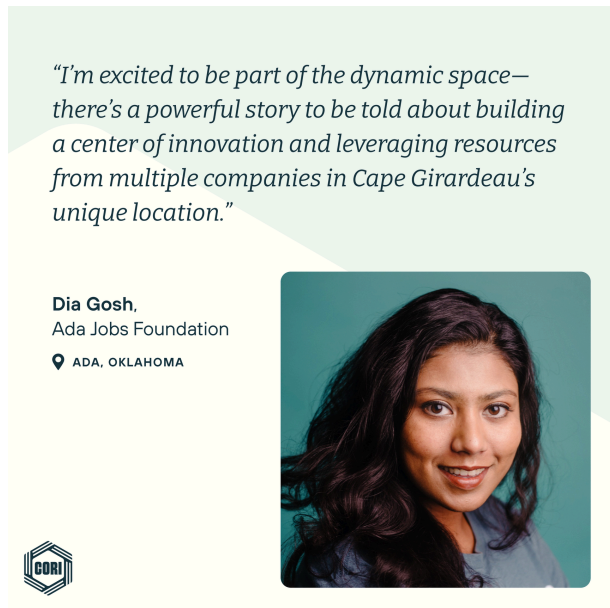
Facebook@2x



Twitter@2x

Social Graphics

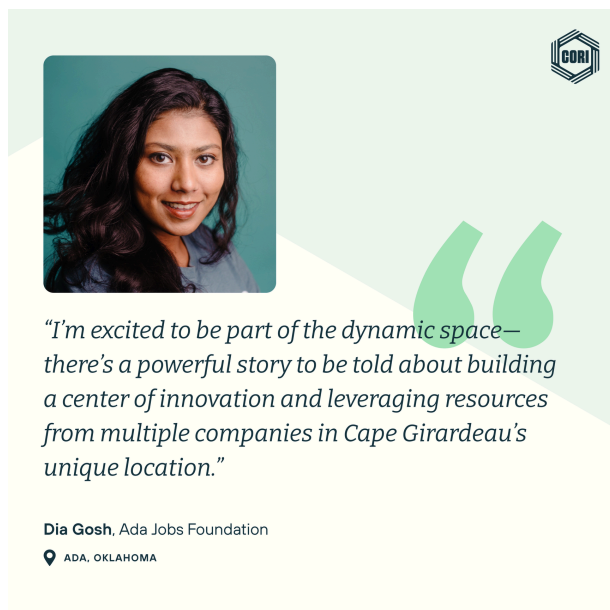
Quote Graphic



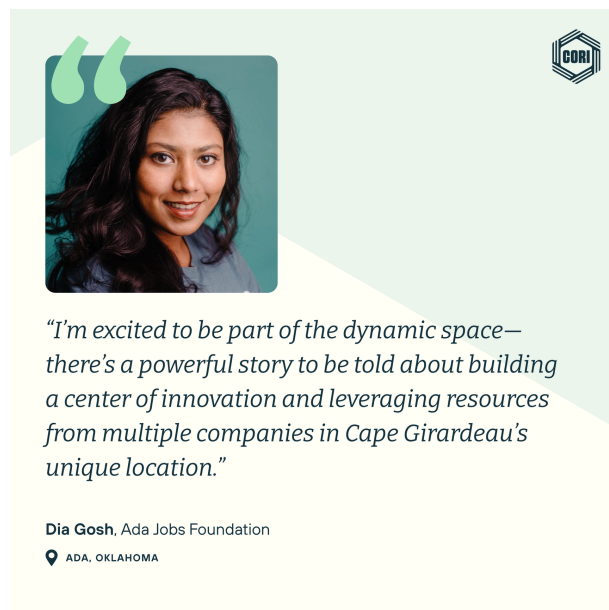
Instagram post - Quote 4@2x



Instagram post - Quote 3@2x



Instagram post - Quote 2@2x



Instagram post - Quote 1@2x

Statistic Graphic

Impact by the Numbers

15%

While 15% of America's workforce lives in rural America, only 5% of tech jobs are in rural areas. By 2030, we want rural America to have 15% of the nation's digital economy jobs, distributed to match the gender and race demographics of each region.



Instagram post - Statistic@2x

Blog Post Graphic

Building Inclusive Ecosystems



Instagram post - Blog Title and Photo@2x

Email Newsletters

Newsletter Samples



Newsletter Header 4@2x



Newsletter Header 3@2x



Newsletter Header 6@2x



Newsletter Header 5@2x



Newsletter Header 2@2x



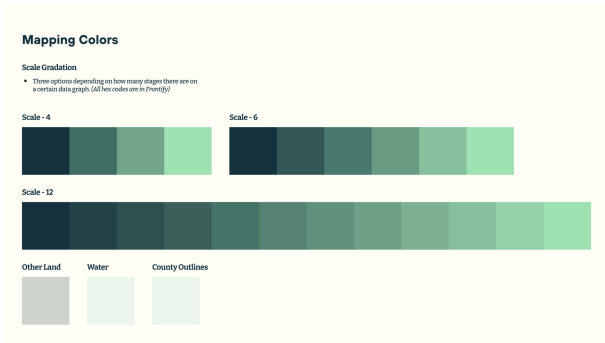
Newsletter Header 1@2x

Data visualization style guide

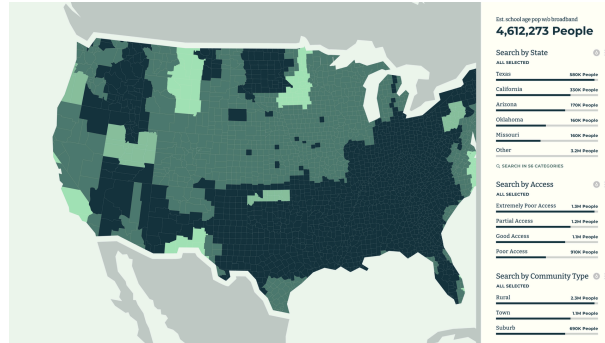
Visualization guidelines



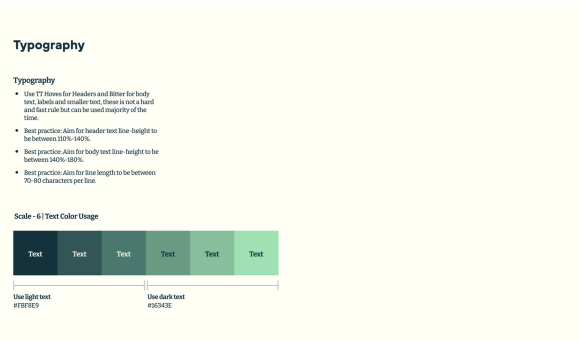
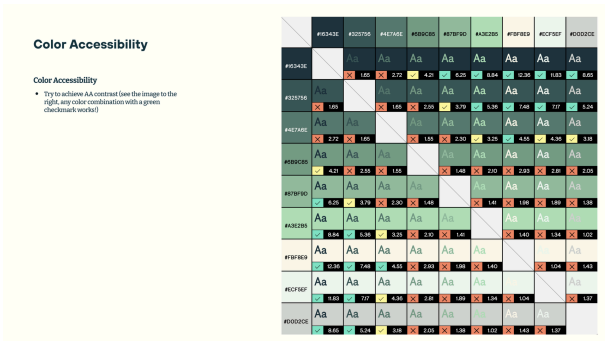
CORI_Style Guide_v1.pdf



Slide 2@2x



Slide 3@2x



Branding Guidelines Deck (Slides & PDF)



CORI - Mapping & Data Viz.pdf.zip

5 MB - zip




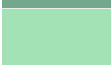
Sequential Mapping Color Palettes

Use when the variable assigned to be colored is numeric or has inherently ordered values.

Colors are assigned to data values in a continuum. See examples below.







Teal - Scale 4

Color Palette for four color scales on Carto.

	1	HEX #16343E	RGB 22, 52, 62
	2	HEX #456E66	RGB 69, 110, 102
	3	HEX #74A88D	RGB 116, 168, 141
	4	HEX #A3E2B5	RGB 163, 226, 181

Teal - Scale 6

Color Palette for six color scales on Carto.

	1	HEX #16343E	RGB 22, 52, 62
	2	HEX #325756	RGB 50, 87, 86
	3	HEX #4E7A6E	RGB 78, 122, 110
	4	HEX #6B9C85	RGB 107, 156, 133
	5	HEX #87BF9D	RGB 135, 191, 157
	6	HEX #A3E2B5	RGB 163, 226, 181

Teal - Scale 12

Color Palette for twelve color scales on Carto.

	1	HEX #16343E	RGB 22, 52, 62
	2	HEX #234449	RGB 35, 68, 73
	3	HEX #305454	RGB 48, 84, 84
	4	HEX #3C635E	RGB 60, 99, 94
	5	HEX #497369	RGB 73, 115, 105
	6	HEX #568374	RGB 86, 131, 116
	7	HEX #63937F	RGB 99, 147, 127
	8	HEX #70A38A	RGB 112, 163, 138
	9	HEX #7DB395	RGB 125, 179, 149
	10	HEX #89C29F	RGB 137, 194, 159
	11	HEX #96D2AA	RGB 150, 210, 170
	12	HEX #A3E2B5	RGB 163, 226, 181







Sub-Brand Color Palette Example (RIN)

Color Palette for four color scales on Carto using the RIN color palette. To create additional sub-brand color palette scales, use the darkest color and the lightest color from the palette.

	1	HEX #B11A00	RGB 177, 26, 0
	2	HEX #CB563D	RGB 203, 86, 61
	3	HEX #E4927B	RGB 228, 146, 123
	4	HEX #FCEEB8	RGB 254, 206, 184

Sub-Brand Color Palette Example (RII)

Color Palette for four color scales on Carto using the CIF color palette. To create additional sub-brand color palette scales, use the darkest color and the lightest color from the palette.

	1	HEX #130332	RGB 19, 3, 50
	2	HEX #382854	RGB 56, 40, 84
	3	HEX #5D4E76	RGB 93, 78, 118
	4	HEX #817398	RGB 129, 115, 152
	5	HEX #A699BA	RGB 166, 153, 186
	6	HEX #CBBEDC	RGB 203, 190, 220








Qualitative Mapping Color Palettes

Use a qualitative palette when the variable is categorical in nature.

The colors assigned to each group need to be distinct. See examples below.

Try to keep qualitative color palettes to 10 colors or less.

Qualitative Color Palette 1

	Dark Teal	HEX #16343E	RGB 22,52,62
	Emerald	HEX #00835D	RGB 0,131,93
	Bright Gold	HEX #FFE473	RGB 255,228,115
	RIN Orange	HEX #E74F2A	RGB 231,79,42
	RISI Blue	HEX #234FBF	RGB 35,79,191
	CIF Mid Teal	HEX #06BCCB	RGB 6,188,203
	RII Mid Purple	HEX #7658A2	RGB 118,88,162

Divergent Mapping Color Palettes

Use a divergent color palette, if the numeric variable has a meaningful central value, like zero.

A diverging palette is essentially a combination of two sequential palettes with a shared endpoint sitting at the central value. Values larger than the center are assigned to colors on one side of the center, while smaller values get assigned to colors on the opposing side.

See example below.

Divergent Color Palette 1

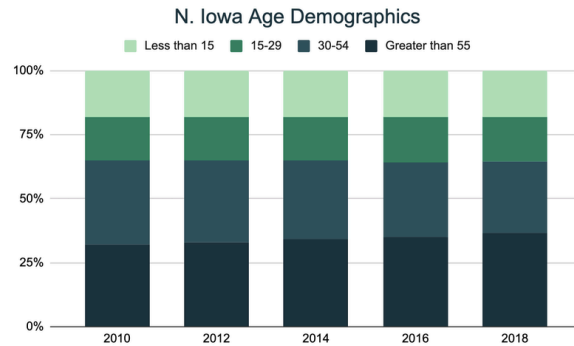
This palette uses the teal sequential palette 4, the light cool color for a midpoint, and the RIN orange sequential palette 4.



Graphs & Charts

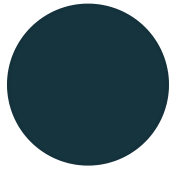
Google Sheets Template:

https://docs.google.com/spreadsheets/d/1bnNOrdEP-mT5lJfJ9p6PkIgj2JN_wyGdBmx-JaYTK7o/edit?usp=sharing



Google Graph Color Set - Primary Content

Use this color set for CORI related graphs and charts.



Dark Teal

#16343E

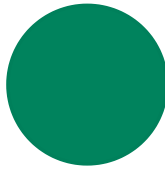
22, 52, 62



Teal

#26535C

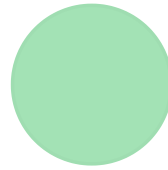
38, 83, 92



Emerald

#00835D

0, 131, 93



Bright Mint

#A3E2B5

163, 226, 181

For any graphs/charts that are solely about a CORI subbrand (RISI, RIN, CIF, RII), please use that subbrand's color palette which can be found under the *Basics - Color Palettes* tab.