CALIFORNIA YOUTH CONNECTION

Brand Guidelines

Logo Usage

California Youth Connection's (CYC) primary logo should be used on all communication materials internally and externally.

Primary Logos

Print

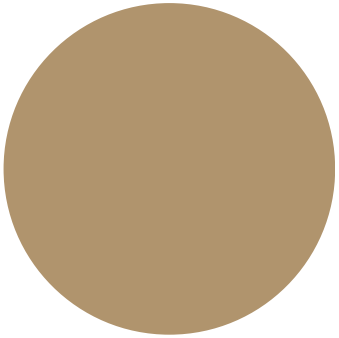
DOWNLOAD

RGB/ Web

Secondary Logos

Color Palette

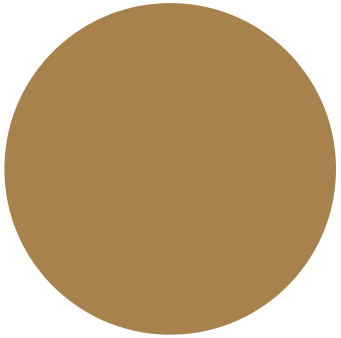
Primary Colors



Hex
#b0946d

RGB
176,148,109

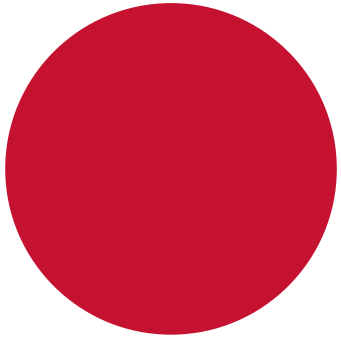
CMYK
31,38,62,3



Hex
#a7824c

RGB
166,149,91

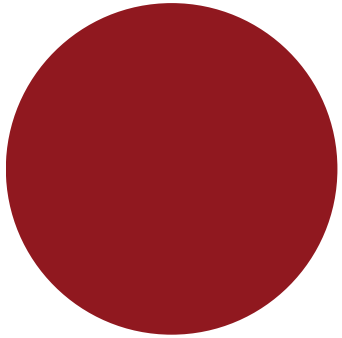
CMYK
32,39,63,4



Hex
#c41230

RGB
196,18,48

CMYK
15,100,87,6



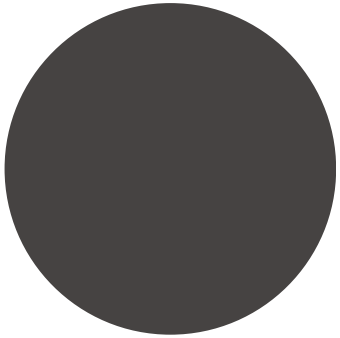
Hex
#90181F

RGB
144,24,31

CMYK
0,83,78,44

Color Palette

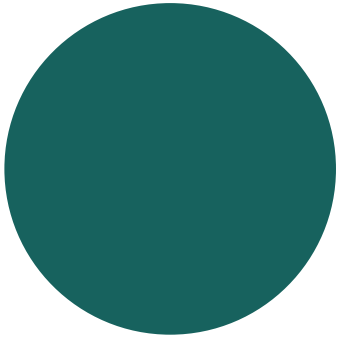
Secondary Colors



Hex
#464342

RGB
70,67,66

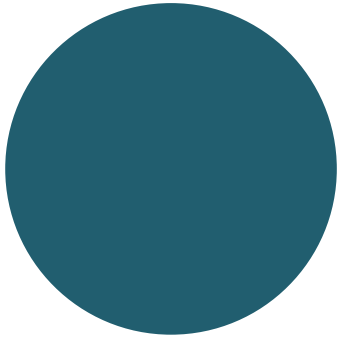
CMYK
0,4,6,73



Hex
#17625E

RGB
23,98,94

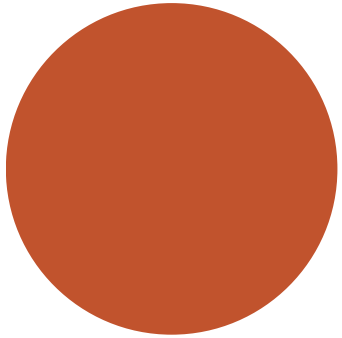
CMYK
77,0,4,62



Hex
#215E6F

RGB
33,94,111

CMYK
70,15,0,56



Hex
#C1532D

RGB
193,83,45

CMYK
0,57,77,24

Typography

Gill Sans Bold Regular *Italic*

For print, web

Rockwell Bold Regular *Italic*

Emphasis, headline font for print, web

Arial Bold Regular *Italic*

Web body font - PPT font

Socials

California Youth Connection (CYC) is a youth-led* organization that develops and grows leaders who empower each other and their communities to transform the foster care system through legislative and policy change. *[*CYC youth members lead the movement to improve the systems that impact their lives through local and statewide advocacy efforts. They also lead through partnering with the Board and Executive Director to set the organization's priorities.]*

Our vision is that youth impacted by child welfare and intersecting systems are empowered to have their needs met and the support to grow into healthy and vibrant adults.