



Puget Sound Regional Council

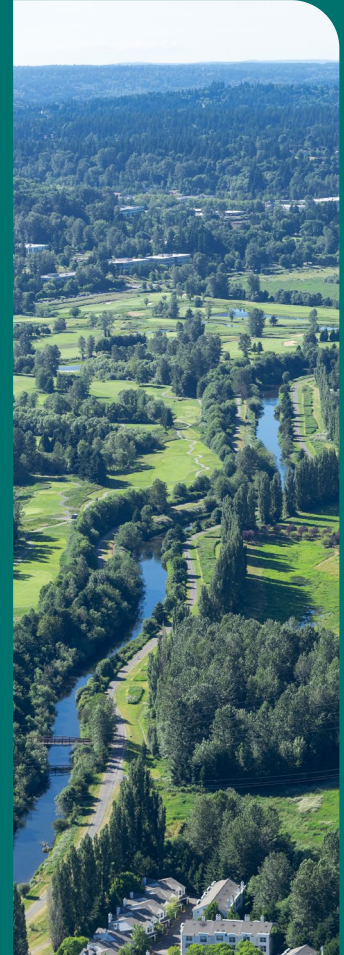
DESIGN & BRAND GUIDELINES

for External Partners

Our brand has been intentionally designed to define the Puget Sound Regional Council's visual identity and to meet accessibility standards. Consistency across our branded products is vital for building recognition and value.

Please follow these design and brand guidelines when developing content on behalf of our organization.

Logos, font files and full color palettes may be downloaded from our website at www.psrc.org/media/10123.



NAME

The name of our brand is the **Puget Sound Regional Council**. The complete name should be used in all references before using the acronym, **PSRC**.

Before the full name of the organization, use “the.” Do not use “the” before the acronym.

Example: The Puget Sound Regional Council (PSRC) was formed in 1991 by an interlocal agreement. PSRC is headquartered in Seattle, WA.



COLORS

Our **primary color** palette is four colors. These were chosen from the colors of the Puget Sound region and tested for accessibility. It is important our colors are sufficiently distinct from one another through brightness and hue to ensure an accessible user experience.



Coast Rhododendron

CMYK: 50/100/0/0 RGB: 146/39/143
HEX: 91268F



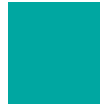
Douglas Fir Shoot

CMYK: 50/0/100/0 RGB: 141/198/63
HEX: 8CC63E



Cedar Shake

CMYK: 0/80/95/0 RGB: 241/90/41
HEX: F05A28



Ferry Wake

CMYK: 80/10/43/0 RGB: 0/167/161
HEX: 00A7A0

Our **secondary colors** are used when we need to expand the palette, but not instead of the primary color palette.



Cherry Blossom

CMYK: 7/88/16/0 RGB: 223/68/134
HEX: DF4486



Mountain Bluebird

CMYK: 98/70/35/19 RGB: 11/75/110
HEX: 0B4B6E



Glacier Lily

CMYK: 5/44/100/0 RGB: 236/155/33
HEX: ECB921



Storm Cloud

CMYK: 66/58/57/37 RGB: 76/76/76
HEX: 4C4C4C

LOGOS

The primary logo is our name with the gem icon.



For situations where the background is not white, we have a few variations of our primary logo to better match.



Our logo should appear on every piece of official PSRC communications. For social media, smaller printed items and pages following the first page in a report, presentation or document, use the gem icon instead of the primary logo.



The logo and icon shouldn't be altered, adjusted or colored in inappropriate ways to protect the integrity and readability of the design.

TYPOGRAPHY

Poppins is our primary typeface.

Our suggested minimum size and standard weight of text are as follows:

Title	Font	Size
Heading 1 (H1)	Bold	23px
Heading 2 (H2)	Semibold	18px
Heading 3 (H3)	Semibold	16px
Heading 4 (H4)	Medium	13px
Body (p)	Regular	11px

Text should flush left for a consistent alignment. This improves readability and the organization of content.

Avoid the use of all uppercase in typography, with the exception of titles and Heading 1. Title case should be used in all titles, headings or proper nouns.