

TOWN OF CAREFREE

2023 BRAND STANDARDS

LOGOS & GRAPHICS:



USES:
OFFICIAL BUSINESS
TOWN LETTERHEAD
CONTRACTS & FORMS



USES:
GARDEN MATERIALS
GARDEN SEMINARS



USES:
TOURISM
EVENTS



ACCENT
GRAPHIC

TYPOGRAPHY:

Header Copy:
League Spartan

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Body Copy:
Libre Franklin Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Script:
Satisfy

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z

COLOR PALETTE:



#4B271C



#EB934D



#FFE797



#9CA685

