

# VISUAL GUIDE - HOMECOMING 2024

# IOWA

## FULL COLOR



2-Color White



2-Color Black



2-Color Gold



3-Color Grey

## ONE COLOR



Black graphic allowed on gold or white background.



Gold graphic allowed on black background.

## FILE TYPES

.JPEG .PNG .PDF .EPS

Use Homecoming graphics within IOWA-branded materials.  
For additional resources visit [brand.uiowa.edu](http://brand.uiowa.edu)

## COLOR

### PRIMARY COLORS



CMYK: 0 14 100 0  
HEX: #FFCD00  
RGB: 255 205 0



CMYK: 0 0 0 100  
HEX: #000000  
Rich Black: 40 30 30 100

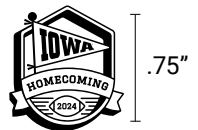
## CLEAR SPACE

Clear space must be equal to the height of the middle of the banner on all sides.



## MINIMUM SIZE

- Print: 0.75 inches wide
- Digital: 85 pixels wide
- Limited imprint area: 0.5 inches wide



## BRAND FONTS

Roboto  
Zilla Slab  
Antonio  
Amnesty

→ [DOWNLOAD FONTS](#)

Homecoming assets are available for print and digital use.  
Colleges and units can purchase custom homecoming merchandise from the brand storefront.

→ [MERCHANDISE STOREFRONT](#)