VTF's 2021 Branding Guide

Welcome to Vote the Future! In our toolkit you will find all of the various items to help keep our message and our identity cohesive across all of the various platforms and volunteers.

Font packages have been included. We suggest to use Lato Black for headings and calls-to-action, and we suggest Open Sans for paragraphs, quotes, and other larger bodies of text.

The public use version of our logo has an orange checkmark, which helps to separate volunteer content from the official program's content.

All of the support/accent colors are based on easily accessible presets found in Instagram, but if you want to set those same colors outside of IG, you can use the hexidecimal color codes listed to the right.

COLOR CODES

#f68c36

#903d97

#4c92ce

#71bf52

#e91f28

#184a2a

Learn more and download our Toolkit at www.VoteTheFutureProject.org