

# KEITH FREEDMAN MAYORAL CAMPAIGN

## DIGITAL TOOLKIT

### PRIMARY LOGO



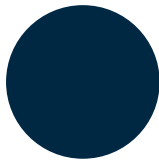
### SECONDARY LOGO



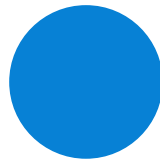
### PRIMARY COLORS



**Red**  
HEX #C0362C  
RGB 192, 54, 44  
CMYK 18, 92, 94, 7



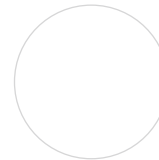
**Dark Blue**  
HEX #002843  
RGB 0, 40, 67  
CMYK 100, 80, 46, 49



**Medium Blue**  
HEX #0781D5  
RGB 7, 129, 213  
CMYK 80, 44, 0, 0



**Yellow**  
HEX #FFC72C  
RGB 255, 199, 44  
CMYK 0, 22, 92, 0



**White**  
HEX #000000  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

### SECONDARY COLORS



**Light Red**  
HEX #E95E47  
RGB 233, 94, 71  
CMYK 4, 78, 77, 0



**Light Blue**  
HEX #ABE1FA  
RGB 171, 225, 250  
CMYK 29, 0, 0, 0



**Green**  
HEX #2A8703  
RGB 42, 135, 3  
CMYK 82, 23, 100, 10

### AVATARS



### MASTHEADS



More designs available for download!