



STYLE GUIDE

2023

MAIN



BLUE

color: PMS 288

CMYK: 100 | 87 | 27 | 19

RGB: 00 | 45 | 116

Hex # 002d74



GREEN

color: PMS 368

CMYK: 59 | 01 | 100 | 00

RGB: 118 | 189 | 34

Hex # 76bd22



STORMY SKY

CMYK: 82 | 60 | 34 | 14

RGB: 61 | 93 | 122

Hex # 3d5d7a



SKY BLUE

CMYK: 14 | 00 | 00 | 00

RGB: 215 | 240 | 252

Hex # d7f0fc

WAVE BLENDS

LARGE WAVE #1



TEAL

CMYK: 78 | 14 | 48 | 00

RGB: 31 | 163 | 150

Hex # 1fa396



AQUA

CMYK: 68 | 00 | 00 | 00

RGB: 00 | 194 | 243

Hex # 00c2f3



BLUE

color: PMS 288 @85%

SMALL WAVE #2



AQUA

CMYK: 68 | 00 | 00 | 00

RGB: 00 | 194 | 243

Hex # 00c2f3



TEAL

CMYK: 78 | 14 | 48 | 00

RGB: 31 | 163 | 150

Hex # 1fa396



GREEN

color: PMS 368

PHASES



DARK BLUE

CMYK: 100 | 92 | 26 | 15

RGB: 37 | 53 | 111

Hex # 25356f



ORANGE

CMYK: 00 | 55 | 80 | 00

RGB: 246 | 140 | 71

Hex # f68c47



LILAC

CMYK: 23 | 40 | 01 | 00

RGB: 193 | 158 | 201

Hex # c19ec9



SOFT CYAN

CMYK: 40 | 00 | 00 | 00

RGB: 142 | 216 | 248

Hex # 8ed8f8



SOFT GREEN

CMYK: 53 | 04 | 70 | 00

RGB: 129 | 191 | 119

Hex # 81bf77



HOT PINK

CMYK: 00 | 75 | 00 | 00

RGB: 238 | 103 | 166

Hex # ee67a6

SAMPLE

1 Downtown



2 Pretty Lake



3 Lafayette



4 Broad Creek



5 Nonstructural



4 COLOR

preferred main logo



GREEN

color: PMS 368

BLUE

color: PMS 288

LARGE WAVE #1

color: Blend

Teal > Aqua > PMS 288 @ 85%

See page 3 for breakdown

SMALL WAVE #2

color: Blend

Aqua > Teal > Green PMS 368

See page 3 for breakdown

4 COLOR WHITE NORFOLK

use on dark backgrounds only



use on 100% PMS 288 or dark blue

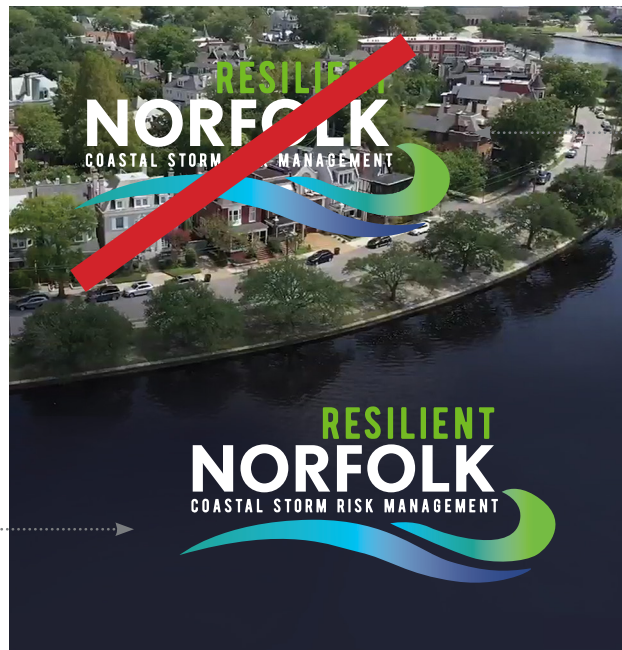
GREEN

color: PMS 368

WHITE REVERSE



use on 100% black



do not use
on detailed
background
where green
text is too
close in tone

use on dark area
photography

4 COLOR WHITE ALL

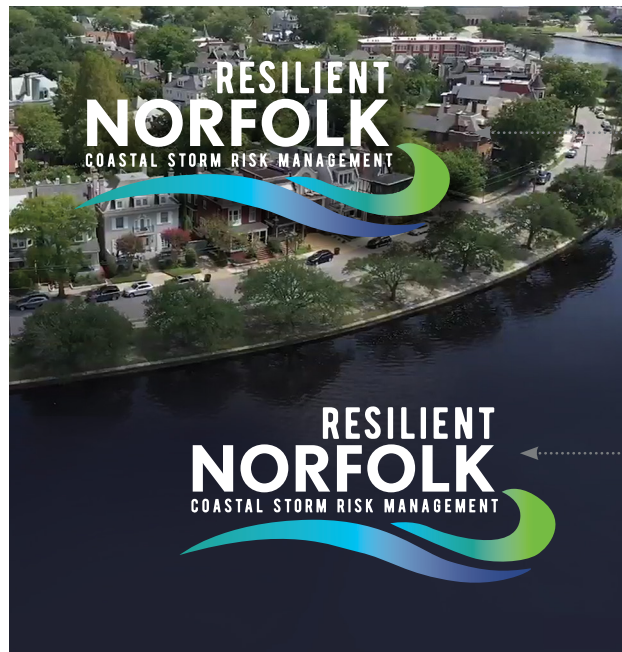
use on dark backgrounds only



use on 100% PMS 288 or dark blue



use on 100% black or gray



1 COLOR



B/W



DO NOT USE
uppercase format



Bernier Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**use lowercase
format only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Nobel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Museo 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Museo 700 italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO

RESILIENT
NORFOLK
 COASTAL STORM RISK MANAGEMENT



Bernier Regular
 set copy in
 lower case
 (font is all caps)

Bernier Regular
 set copy in
 lower case
 (font is all caps)
 - 18.79 pt
 - 90 kerning space

Nobel Bold
 set copy in
 all caps
 - 26.51 pt
 - 0 kerning space

SAMPLE

HEADERS/TITLES

Bernier Regular

set copy in lower case (font is all caps)

- 23 pt
- 60 kerning space

SUBHEAD COPY

Bernier Regular

set copy in lower case (font is all caps)

- 15 pt
- 60 kerning space

Body copy

The Norfolk Coastal Storm Risk Management Study recommends a plan that includes structural, property- specific, and natural and nature-based features.

Helvetica Neue Regular

- 10 pt
- 14 pt leading
- 10 kerning space

Phases/ Numbers/
Map call outs / Timelines

1 Downtown

**Museo 700**

- 12 pt
- 13 pt leading
- 10 kerning space

- 17.5 pt

Captions

3rd Bay and Pretty Lake Avenues

Museo 700 italic

- 8 pt
- 9 pt leading
- 10 kerning space