

BRAND IDENTITY KIT

The core visual system — logo lockups, color, and typography — for consistent use across print, digital, and campaign materials.



A small logo lockup on a light yellow background. The word "RYAN" is in a large, bold, dark blue sans-serif font. Below it, the word "HAMPTON" is in a bold, blue sans-serif font. At the bottom, the words "FOR ASSEMBLY" and "DISTRICT 9" are in a smaller, blue sans-serif font, separated by a small icon of three blue arrows pointing upwards and outwards from a central point.

A small logo lockup on a dark blue background. The word "RYAN" is in a large, bold, light yellow sans-serif font. Below it, the word "HAMPTON" is in a bold, blue sans-serif font. At the bottom, the words "FOR ASSEMBLY" and "DISTRICT 9" are in a smaller, blue sans-serif font, separated by a small icon of three blue arrows pointing upwards and outwards from a central point.

The Logos

Two lockups anchor the identity. The **Primary** horizontal lockup is the default; the **Secondary** stacked lockup is for square and compact placements. Both read "Ryan Hampton — For Assembly, District 9."



PRIMARY LOCKUP — full color



SECONDARY — boxed



SECONDARY — open / no background



BRAND ELEMENT

The Sunrise Icon

The rising-sun mark is the campaign's standalone symbol — use it for avatars, social icons, buttons, and favicons where the full lockup won't fit. Keep it in the Sky Blue gradient; reverse to white or cream on dark grounds. Don't recolor, outline, or rotate it.

Clear space & minimum size

Keep clear space around the logo equal to the height of the “R” in RYAN. Don’t stretch, recolor, add effects, or place the full-color mark on low-contrast backgrounds — switch to the navy, cream, or white version instead.

Palette

Navy leads, Sky Blue energizes, and Cream warms and softens. Black and White handle single-color and knockout uses.



Campaign Navy

HEX #202854

RGB 32 · 40 · 84

CMYK 92 · 82 · 33 · 22

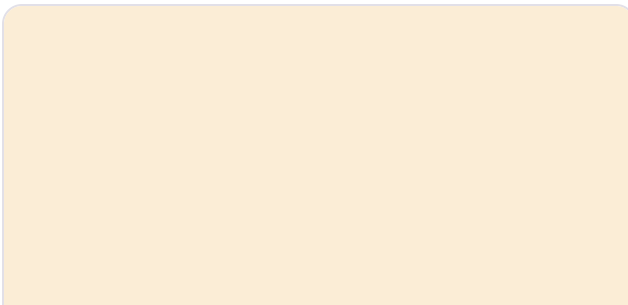


Sky Blue

HEX #74C8EB

RGB 116 · 200 · 235

CMYK 47 · 8 · 2 · 0

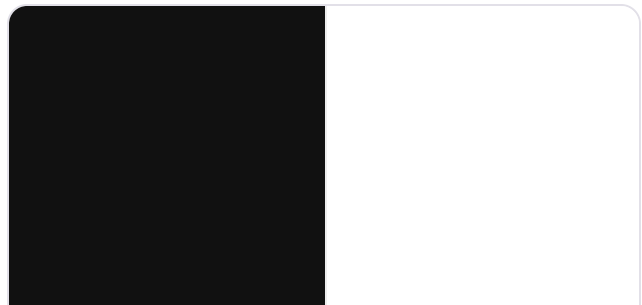


Cream

HEX #FBEDD6

RGB 251 · 237 · 214

CMYK 1 · 5 · 16 · 0



Ink & Paper

Black #111111 · RGB 17·17·17

White #FFFFFF · RGB 255·255·255

RATIO GUIDE



Roughly 60% Navy · 30% Sky Blue · 10% Cream. Let navy carry the weight; use sky and cream as accents.

Type System

The wordmark is set in a custom heavy display face. For all other communications use the type system below — a bold grotesque for headlines and a clean, credible sans for body copy.

Archivo

DISPLAY / HEADLINES · 600–900

Assembly District 9

Aa Bb Cc Dd 0123456789 — the grassroots campaign.

Libre Franklin

BODY / SUPPORTING · 400–700

Fighting for working families across District 9.

Libre Franklin carries all long-form copy — mailers, web body text, captions, and fine print. Its Franklin-Gothic lineage feels established and trustworthy while pairing cleanly with the heavier display type. Use regular for paragraphs, semibold for emphasis, and bold for subheads.

DO

Set headlines in Archivo Black/ExtraBold in ALL CAPS or title case. Keep body copy in Libre Franklin at comfortable sizes with generous line-height.

DON'T

Don't mix in unrelated typefaces, set long paragraphs in the display font, or use light weights on the wordmark colors.