

Project Sleep Tight Branding Guide

Logo: circle or rectangle



Rectangle logo can be used solo on a page or as a heading

Circular logo should be displayed with the color bars.
Please see the blank labels for an example layout / usage.

Linking logos are included on our resources page.

Tote images: PST totes images are also available on the resources page.

Background color: #4CBBD6

Accent color: #87CEEB

Font color: #000066

Accent font color: #FFFFFF (white)

Heading font: Cherry Cream Soda

Body font: Verdana / Arial / Helvetica

Project Sleep Tight Primary Colors



#4CBBD6

Pantone
631U
Spot Color
76
187
214



#000066

Pantone
280U
Spot Color
0
0
102



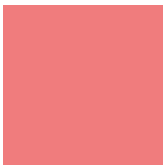
#87CEEB

Pantone
2905U
Spot Color
135
206
235



#ffffff

Secondary Colors



#F07C7D

Pantone
7625U

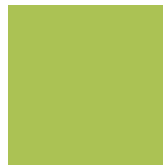
Spot Color
240
124
125



#F7C44E

Pantone
7625U

Spot Color
246
195
77



#ACC256

Pantone
7625U

Spot Color
172
194
84



#FBE582

Pantone
7625U

Spot Color
251
229
130



#E2632B

Pantone
7625U

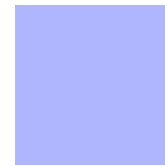
Spot Color
226
99
43



#DDDDDD

Pantone
7625U

Spot Color
221
221
221



#AFB6FE

Pantone
7625U

Spot Color
175
182
154



#BD5395

Pantone
7625U

Spot Color
290
83
149