

CRAIG
FOR **LA**
MAYOR
THIS IS OUR TOWN.

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This Logo represents Craig's commitment to LA as Mayor.

The color Blue is used as a background while white is the color most prominent in the foreground. Red is used to highlight "LA" in regular weight.

Craig is only represented by his first name, in bold. "Mayor" is highlighted in a white block, with the slogan "This is our town." underneath both in bold.

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THIS IS OUR TOWN.

FONT & WEIGHTS

Cc

Rockwell (Bold)

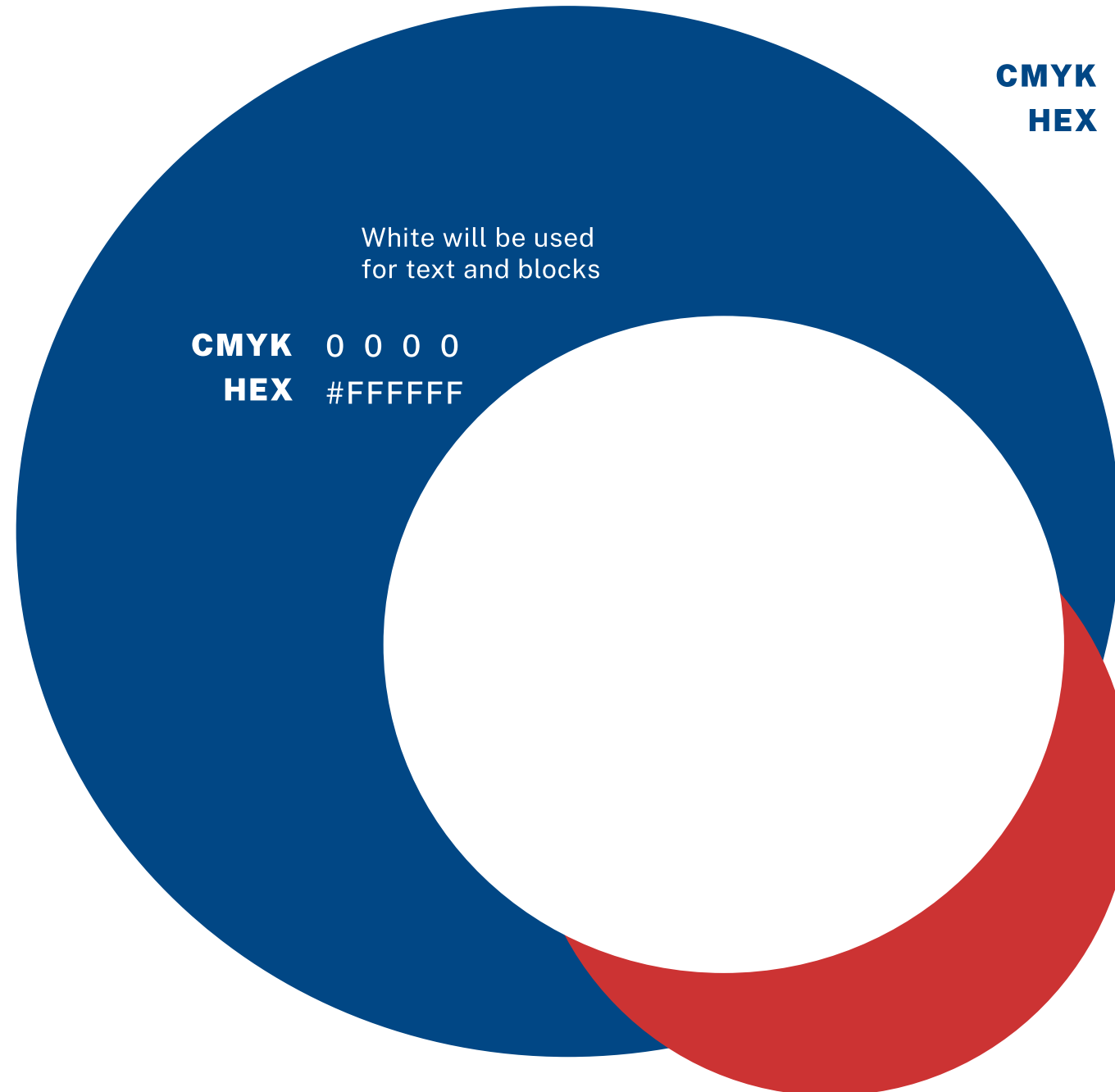
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Cc

Rockwell (Regular)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

COLOR PALETTE



CMYK 100 81 21 6
HEX #014785

Blue will mostly be used as background and will be the most prominent color in the campaign

CMYK 0 0 0 0
HEX #FFFFFF

White will be used for text and blocks

CMYK 14 94 88 4
HEX #CC3333

Red will be used sparingly to highlight.