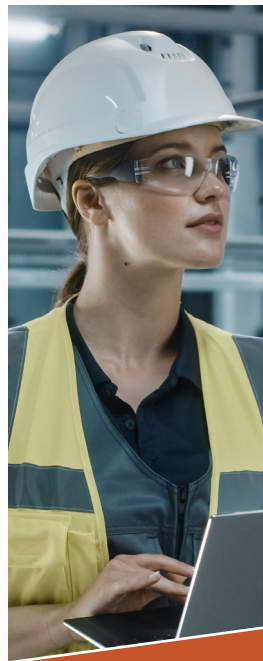Agriculture, Food,
& Natural Resources

Arts, Communications,
& Information Systems

Engineering, Manufacturing,
& Technology

Health Sciences
Technology

Human Services

Business, Management,
& Administration

Work-Based Learning

Career Field Icons

STYLE GUIDE

2.15.23

Color Palette

**Agriculture, Food,
& Natural Resources**

CMYK - 100/24/100/4
RGB - 0/134/72
PMS - 348 C
HEX - 008648

**Arts, Communications,
& Information Systems**

CMYK - 79/100/0/15
RGB - 82/36/127
PMS - Violet C
HEX - 52247F

**Engineering, Manufacturing,
& Technology**

CMYK - 17/79/100/6
RGB - 197/84/40
PMS - 160 C
HEX - C35428

**Health Sciences
Technology**

CMYK - 7/100/82/12
RGB - 199/25/51
PMS - 187 C
HEX - C71933

**Human
Services**

CMYK - 90/70/0/0
RGB - 42/92/170
PMS - 2945 C
HEX - 2A5CAA

**Business, Management,
& Administration**

CMYK - 32/55/100/16
RGB - 157/109/41
PMS - 140 C
HEX - 9D6D29

**Work-Based
Learning**

CMYK - 50/65/89/59
RGB - 73/51/25
PMS - 4975 C
HEX - 493319

Fonts

Primary Font - Barlow Condensed Bold

Barlow Condensed Bold is the font used alongside all of the Career Field icons provided here. It is a good option for headlines.

(Available at https://fonts.google.com/specimen/Barlow+Condensed)

Secondary Font - Montserrat

In this document, we are using Montserrat Medium for body copy. Based on the software or platform you are using, for example, Microsoft Word, you may also choose to use one of the default fonts provided. We suggest using non-serif fonts like Helvetica in this case rather than a serif font like Times.

(Available at https://fonts.google.com/specimen/Montserrat)

Barlow Condensed Bold:
ABCDEFGabcdefghijklm
nopqrstuvwxyz1234567890

Montserrat Medium:
ABCDEFGabcdefghijklm
nopqrstuvwxyz1234567890

A
Times New Roman
serif font

A
Helvetica
sans serif font

Agriculture, Food, & Natural Resources

Ag Food Natural Resources Icon Main

Ag Food Natural Resources Icon Main WHT

Agriculture, Food, & Natural Resources

Ag Food Natural Resources Wide

Agriculture, Food, & Natural Resources

Ag Food Natural Resources Wide WHT

Agriculture, Food, & Natural Resources

Ag Food Natural Resources Stacked

Agriculture, Food, & Natural Resources

Ag Food Natural Resources Stacked WHT

Agriculture, Food, & Natural Resources

CMYK - 100/24/100/4
RGB - 0/134/72
PMS - XXX
HEX - 008648

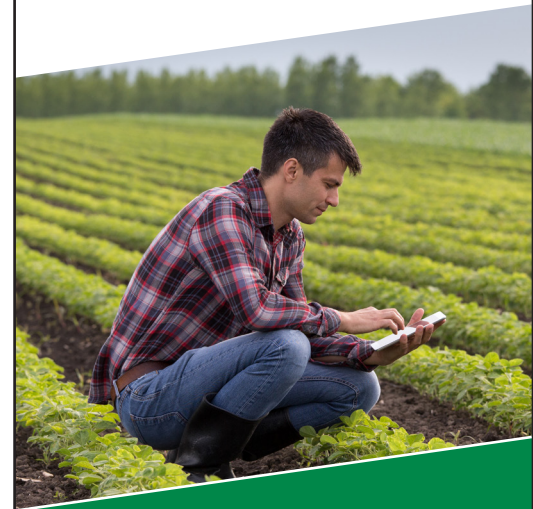# Agriculture, Food, & Natural Resources

Agriculture, Food,
& Natural Resources

Agriculture, Food,
& Natural Resources

Arts, Communications, & Information Systems

Arts Comm Information Icon Main

Arts Comm Information Icon Main WHT

Arts, Communications, & Information Systems

Arts Comm Information Wide

Arts, Communications, & Information Systems

Arts Comm Information Wide WHT

Arts, Communications, & Information Systems

CMYK - 79/100/0/15
RGB - 82/36/127
PMS - XXX
HEX - 52247F

Arts Comm Information Stacked

Arts, Communications, & Information Systems

Arts Comm Information Stacked WHT

Arts, Communications, & Information Systems

Arts, Communications, & Information Systems

Arts, Communications,
& Information Systems

Arts, Communications,
& Information Systems

Engineering, Manufacturing, & Technology

Engineer Manufacture Tech Icon Main

Engineer Manufacture Tech Wide

Engineering, Manufacturing, & Technology

Engineer Manufacture Tech Stacked

Engineering, Manufacturing, & Technology

Engineer Manufacture Tech Icon Main WHT

Engineer Manufacture Tech Wide WHT

Engineering, Manufacturing, & Technology

Engineer Manufacture Tech Stacked WHT

Engineering, Manufacturing, & Technology

Engineering, Manufacturing, & Technology

CMYK - 17/79/100/6
RGB - 197/84/40
PMS - XXX
HEX - C35428

Engineering, Manufacturing, & Technology

Engineering, Manufacturing, & Technology

Engineering, Manufacturing, & Technology

Health Services Technology

Health Services Tech Icon Main

Health Services Tech Wide

Health Sciences Technology

Health Services Tech Stacked

Health Sciences Technology

Health Services Tech Icon Main WHT

Health Services Tech Wide WHT

Health Sciences Technology

Health Services Tech Stacked WHT

Health Sciences Technology

Health Sciences Technology

CMYK - 7/100/82/12
RGB - 199/25/51
PMS - XXX
HEX - C71933

Health Services Technology

Health Sciences
Technology

Health Sciences
Technology

Human Services

Human Services Icon Main

Human Services Icon Main WHT

Human Services Wide

Human Services

Human Services Wide WHT

Human Services

Human Services Stacked

Human Services

Human Services Stacked WHT

Human Services

Human Services

CMYK - 90/70/0/0
RGB - 42/92/170
PMS - XXX
HEX - 2A5CAA

Human Services

Human Services

Human Services

Business, Management, & Administration

Business Mgmt Admin Icon Main

Business Mgmt Admin Wide

Business, Management, & Administration

Business Mgmt Admin Stacked

Business, Management, & Administration

Business Mgmt Admin Icon Main WHT

Business Mgmt Admin Wide WHT

Business, Management, & Administration

Business Mgmt Admin Stacked WHT
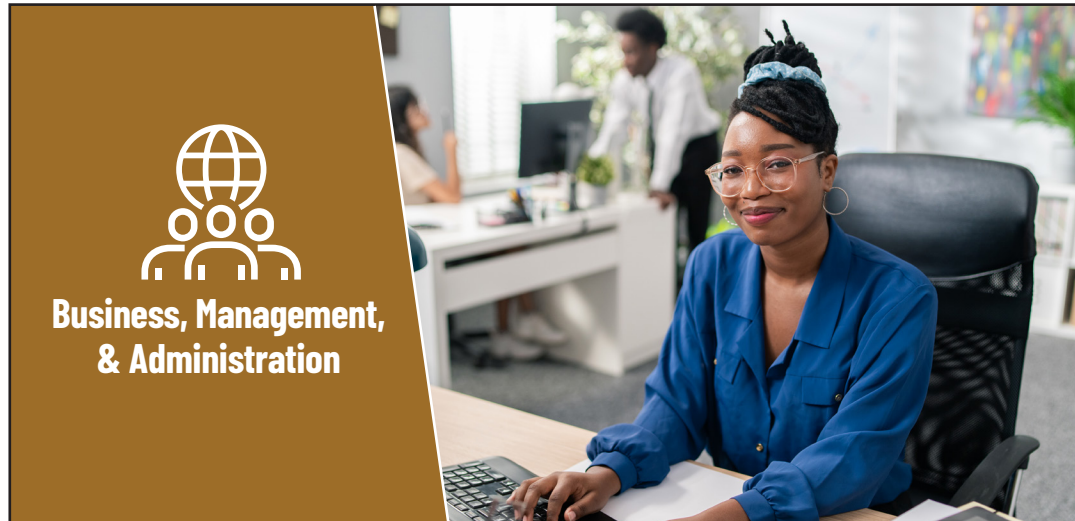
Business, Management, & Administration

Business, Management, & Administration

CMYK - 32/55/100/16
RGB - 157/109/41
PMS - XXX
HEX - 9D6D29

Business, Management, & Administration
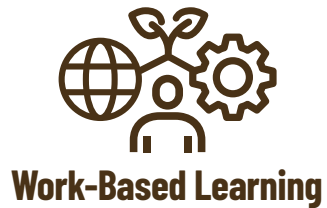
Work-Based Learning

Workbased Learning Icon Main

Workbased Learning Wide

Work-Based Learning

Workbased Learning Stacked

Work-Based Learning

Workbased Learning Icon Main WHT

Workbased Learning Wide WHT

Work-Based Learning

Workbased Learning Stacked WHT

Work-Based Learning

Work-Based Learning

CMYK - 50/65/89/59
RGB - 73/51/25
PMS - XXX
HEX - 493319

Work-Based Learning