



Brand Guide 2025

Colors

Primary



HEX: #305280
RGB: 48, 82, 128
OH Navy



HEX: #bc4c4d
RGB: 188, 76, 77
OH Red



HEX: #f2f8ff
RGB: 242, 248, 255
OH Sky



HEX: #fff2f2
OH Pink

The primary colors are used for the logo identity, button colors, and website elements. The secondary colors are light and dark shades of the primary colors, used for alternative shading.

Ohio uses a clean, all-American palette.

Secondary



HEX: #3a629a
RGB: 58, 98, 154
OH Navy Light



HEX: #d55657
RGB: 213, 86, 87
OH Red Light



HEX: #264267
RGB: 38, 66, 103
OH Navy Dark



HEX: #a24243
RGB: 162, 66, 67
OH Red Dark

Style

Illustrations

All Flyover State illustrations are the combination of photography, post-processing, and hand-drawn black outlines.

Illustrations are either a collage-style of multiple photographs initially positioned on the canvas or a single photograph.

Each significant element in each photograph is then outlined by hand in a thick, black outline on its own layer. Afterwards, the photograph layer is given a waterpixel filter (in GIMP at 8-16 pixels per stroke and a smoothness of 0.1) to give it a water-color brush stroke feel. The photo layer's brightness, contrast, and/or saturation are increased for vibrancy.



Example Illustration

Elements & Trim

The Ohio Flyover is anchored by its logo lockup with identifiable type and its all-American color palette.

The Ohio Flyover telegraphs a no-nonsense, pro-American, pro-Ohio message and style.

Typography

Poppins Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Use on all headlines, sub headlines, and Instagram post images. Lean towards using **Poppins Bold**.

<https://fonts.google.com/specimen/Poppins>

Inter Family

abcdefghijklmnopqrstuvwxyz1234567890

Use for all other text, including paragraphs, labels, etc.

<https://rsms.me/inter/>

Rayters

abcdefghijklmnopqrstuvwxyz1234567890

Used as the primary font in the logo and requires a commercial license.

<https://elements.envato.com/rayters-bold-script-font-AUN3EXW>

Assets

The brand package includes this guide, original vector logo artwork, raster logo artwork, and icons. Download the brand package at:

<https://theohioflyover.com/brand/>