

Crawford County Transportation Authority

Branding Guidelines

Logo

Three Variations



Color Palette

With HEX. RGB.
CMYK Codes

#28114A
40, 17, 74
91, 100, 28, 46

#5D378A
93, 55, 138
78, 94, 9, 1

#748C3A
116, 140, 58
58, 28, 100, 9

#999A98
153, 154, 152
43, 34, 36, 1

Typography

Letterhead,
Heading, Body Text

Heading

Montserrat Extra Bold

Subheading

Montserrat Semi Bold

Body Text

Montserrat Regular

Color Contrast Accessibility



✓ Pass (UI Components and Graphics Objects)

The visual presentation of user interface components (their states - including focus indication - and boundaries) and graphics objects has a contrast ratio of at least **3:1** against adjacent color(s).

The state of Michigan works to create accessible experiences that can be utilized by everyone. This is achieved by designing apps and graphic materials that adapt to accessibility technologies as they advance, and by making sure that users can understand the information presented and use the app's interface. The state works to ensure this via the Web Content Accessibility Guidelines (WCAG), which are guidelines that establish best practices for making a website or app accessible to users, regardless of their physical or cognitive disabilities.



To test additional color schemes, download any color contrast analysis application on your desktop or other devices (compatible across all screens)