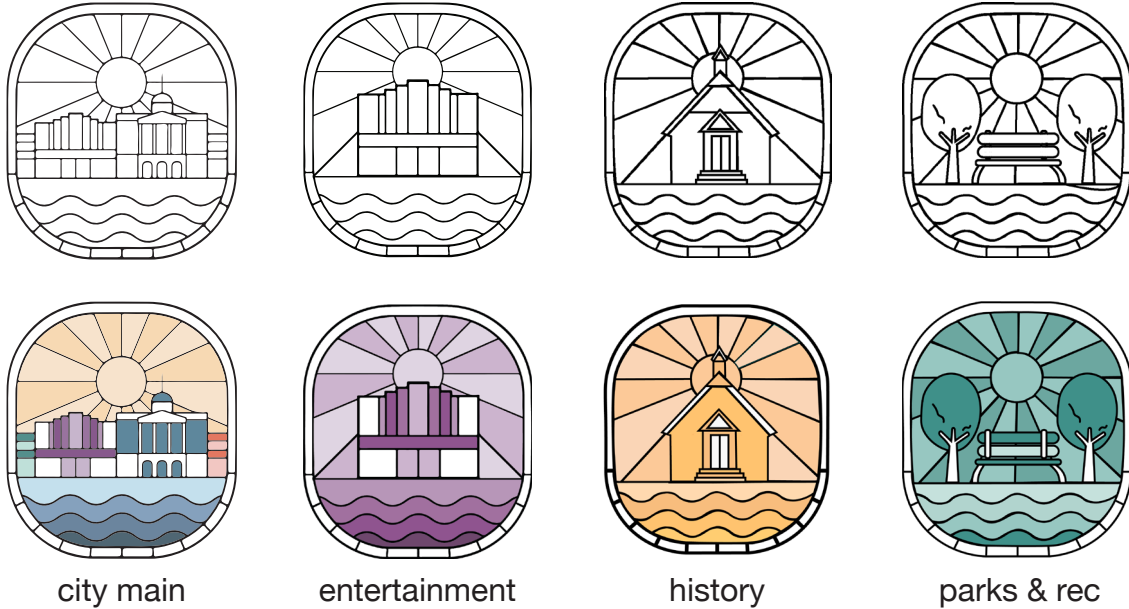


# City of Searcy Branding

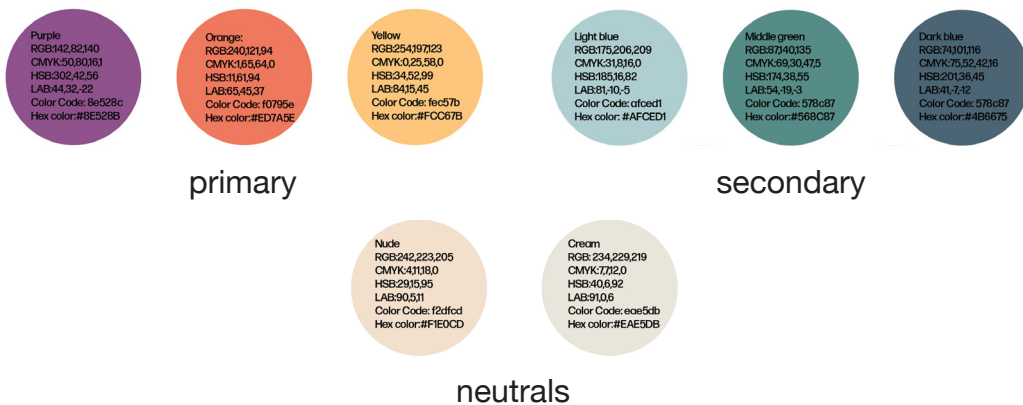
## Logo Variants



## Typography

Logo Wordmark: custom type  
 Header: Sirba Bold  
 Body: Forma DJR Display Regular

## Brand Colors



Purple  
 RGB:42,82,140  
 CMYK:50,80,163  
 HSB:302,42,56  
 LAB:44,32,-22  
 Color Code: 8e528c  
 Hex color:#8E528B

Orange  
 RGB:240,121,94  
 CMYK:165,64,0  
 HSB:11,61,94  
 LAB:65,45,37  
 Color Code: f0795e  
 Hex color:#F07A5E

Yellow  
 RGB:254,197,23  
 CMYK:0,25,98,0  
 HSB:34,52,99  
 LAB:84,15,45  
 Color Code: fec57b  
 Hex color:#FEC57B

Light blue  
 RGB:176,206,209  
 CMYK:31,33,0  
 HSB:185,16,82  
 LAB:81,-10,-5  
 Color Code: cfaed1  
 Hex color:#AFCED1

Middle green  
 RGB:87,140,135  
 CMYK:69,30,47,5  
 HSB:174,38,55  
 LAB:54,-19,-3  
 Color Code: 578c87  
 Hex color:#568C87

Dark blue  
 RGB:74,101,116  
 CMYK:75,52,42,16  
 HSB:201,36,45  
 LAB:41,-7,12  
 Color Code: 578c87  
 Hex color:#4B6675

Nude  
 RGB:242,223,205  
 CMYK:4,11,10,0  
 HSB:29,15,95  
 LAB:90,5,11  
 Color Code: f2efcd  
 Hex color:#F2E0CD

Cream  
 RGB:234,229,219  
 CMYK:7,7,2,0  
 HSB:40,6,92  
 LAB:91,0,6  
 Color Code: eae5db  
 Hex color:#EAE5DB