

# icap brand

in brief

# ICAP Fonts

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Title Font Bold: **Questrial Bold**

Header Font: **BEBAS NEUE**

Paragraph Font: *Arvo*

Paragraph Font Bold: **Arvo Bold**

Paragraph Font Italic: *Arvo Italic*

## Example



icap

## WHAT IS ICAP?

ICAP is a great *AmeriCorps* program for currently enrolled **college students** in the state of Iowa.

# icap color

Primary Color:	<b>6F0AAB</b> 6F0AAB	<b>5E2580</b> 5E2580	<b>47036F</b> 47036F	<b>9D3ED5</b> 9D3ED5	<b>AC66D5</b> AC66D5
Secondary Color A:	<b>CB0077</b> CB0077	<b>982669</b> 982669	<b>84004D</b> 84004D	<b>E5399E</b> E5399E	<b>E567B1</b> E567B1
Secondary Color B:	<b>371480</b> 371480	<b>402C84</b> 402C84	<b>1F0772</b> 1F0772	<b>6949D7</b> 6949D7	<b>866FD7</b> 866FD7
Complementary Color:	<b>FFFD00</b> FFFD00	<b>BFBE30</b> BFBE30	<b>A6A500</b> A6A500	<b>FFFE40</b> FFFE40	<b>FFFE73</b> FFFE73

Primary Color:					
Secondary Color A:					
Secondary Color B:					
Complementary Color:					

# icap logo

## MEANING OF THE LOGO

Service is about working together towards a better tomorrow. In the spirit of teamwork, the three swirls symbolize the three components of the ICAP program: the partner, the school, and the member. Each one is following the other but at the same time leading representing the ideal synergy. Three different colors of blue, pink and yellow show the different roles that each person possesses in the service program.



The official AmeriCorps logo and the "C" from Campus Compact are also represented. Both symbols show that AmeriCorps and Campus Compact together form the ICAP program.



# resources

## ICAP COLORS

<http://colorscemedesigner.com/#4G61Tw0w0w0w0>

## ICAP FONTS

<http://www.fontsquirrel.com/fonts/bebas-neue>

<http://www.fontsquirrel.com/fonts/arvo>

<http://www.fontsquirrel.com/fonts/questrial>

## ICAP LOGOS