

SAN DIEGO ARTISTS Tijuana COUNT

**BRAND
GUIDE.**

APRIL 2026

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**SAN DIEGO ARTISTS TIJUANA
COUNT**

SAN DIEGO
LOS ARTISTAS
TJUANA
CUENTAN

CLEAR SPACE



MINIMUM SIZE

SAN DIEGO ARTISTS TIJUANA
COUNT
54 PX
.75 IN

LOS ARTISTAS TIJUANA
CUENTAN
54 PX
.75 IN

ICONS

USE FOR SOCIAL MEDIA PROFILE IMAGES



LOGO WITH TAGLINE

**SAN DIEGO ARTISTS
COUNT**

**BE COUNTED.
GET FUNDED.**

TJUANA

**SAN DIEGO LOS ARTISTAS
CUENTAN**

**SÉ PARTE DEL CONTEO.
OBTÉN FINANCIAMIENTO.**

TJUANA

TAGLINE

**BE COUNTED.
GET FUNDED.**

**SÉ PARTE DEL CONTEO.
OBTÉN FINANCIAMIENTO.**

COLORS

BLACK

CMYK 20 / 20 / 20 / 100

RGB 0 / 0 / 0

HEX #000000

WHITE

CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

HEX #FFFFFF

TYPOGRAPHY

FONT

ROBOTO FLEX

DOWNLOAD FONT

HEADLINE STYLES

COMBINE THE COMPRESSED AND EXTENDED STYLES IN HEADLINES

COMPRESSED

OPTICAL SIZE 144

WEIGHT 600

WIDTH 25

EXPANDED

OPTICAL SIZE 144

WEIGHT 1000

WIDTH 151

SUBHEAD STYLE

DEFAULT

OPTICAL SIZE 24

WEIGHT 600

WIDTH 25

TEXT STYLE

Artists enrich us culturally, socially, and economically.
We're working to support their work.

OPTICAL SIZE 14

WEIGHT 300

WIDTH 142

CAPITALIZE EACH WORD

Artists Count: San Diego + Tijuana

PLUS SIGN

USE COLON

SPACE BEFORE AND
AFTER THE PLUS SIGN

DESIGN INTENT



DESIGN INTENT



DESIGN INTENT

SPECIAL WRAPAROUND ART REQUIRED
CONTACT HELLO@MIRESBALL.COM



DOWNLOAD BRAND KIT.

LOGOS

FONTS

BRAND QUESTIONS?

CONTACT

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