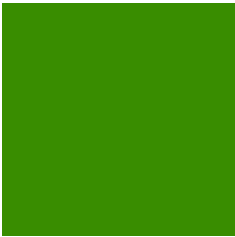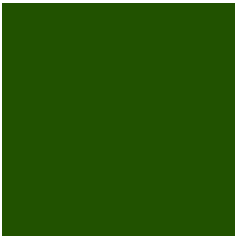# THE Pennsylvania FLYOVER

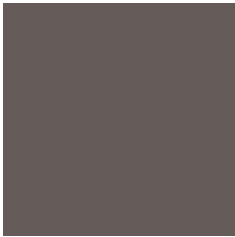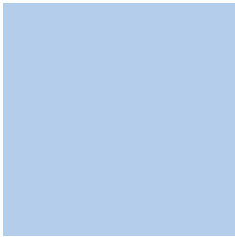## Brand Guide 2025

Colors

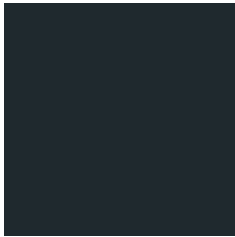## Primary

HEX: #398d00
RGB: 57, 141, 0
PA Grass

HEX: #215200
RGB: 33, 82, 0
PA Green

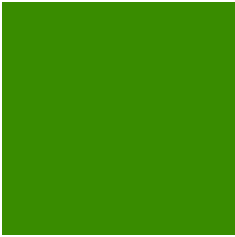HEX: #655b59
RGB: 101, 91, 89
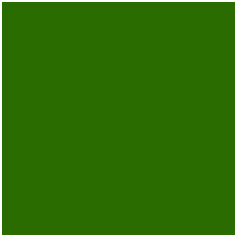PA Brown

HEX: #b3cdeb
RGB: 179, 205, 235
PA Sky

HEX: #1f292e
RGB: 31, 41, 46
Flyover Text

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.
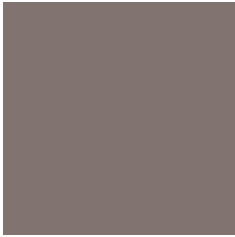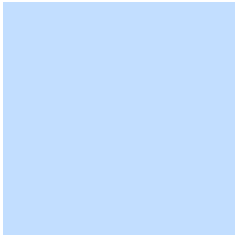
Secondary

HEX: #398c00
RGB: 134, 83, 83
PA Grass Light

HEX: #2b6c00
RGB: 136, 59, 59
PA Green Light

HEX: #807370
RGB: 236, 131, 39
PA Brown Light

HEX: #c2deff
RGB: 201, 86, 25
PA Sky Light
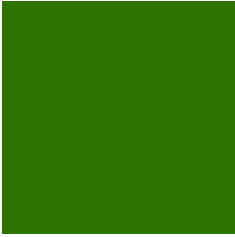
HEX: #2e7300
RGB: 46, 115, 0
PA Grass Dark

HEX: #173800
RGB: 23, 56, 0
PA Green Dark.

HEX: #4d4543
RGB: 77, 69, 67
PA Brown Dark
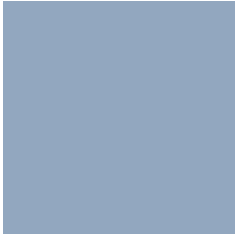
HEX: #92a7bf
RGB: 146, 167, 191
PA Sky Dark

HEX: #0d1f00
RGB: 13, 31, 0
PA Green X-Dark

Grass Hills

HEX: #205200
RGB: 32, 82, 0
Grass Hill 1

HEX: #3f6727
RGB: 63, 103, 39
Grass Hill 2

HEX: #739c45
RGB: 115, 156, 69
Grass Hill 3

HEX: #a5c970
RGB: 165, 201, 112
Grass Hill 4

HEX: #cadfaa
RGB: 202, 223, 170
Grass Hill 5

Style

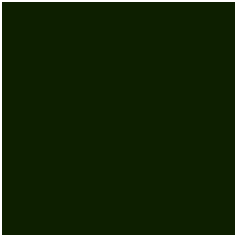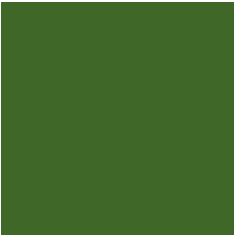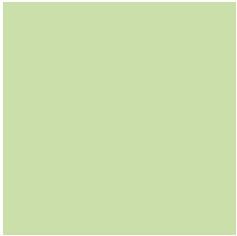## Illustrations

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 Pennsylvania Flyover is anchored by its extruded, cursive type and the liberty bell icon.

The Pennsylvania Flyover telegraphs a slower pace to match its iconic scenery of rolling hills and the Amish. This is achieved with soft touches such as gentle drop shadows vs stark borders, slightly muted colors vs stark bright colors, rounded corners, and rolling hills imagery itself.

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/

Franky Family

abcdefghijklmnopqrstuvwxyz1234567890

Used as the primary font in the logo, which requires the extruded and outlined flavors of the font to achieve the bubble effect.

https://www.myfonts.com/collections/franky-font-hasta-type

Assets

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

https://thepennsylvaniaflyover.com/brand/