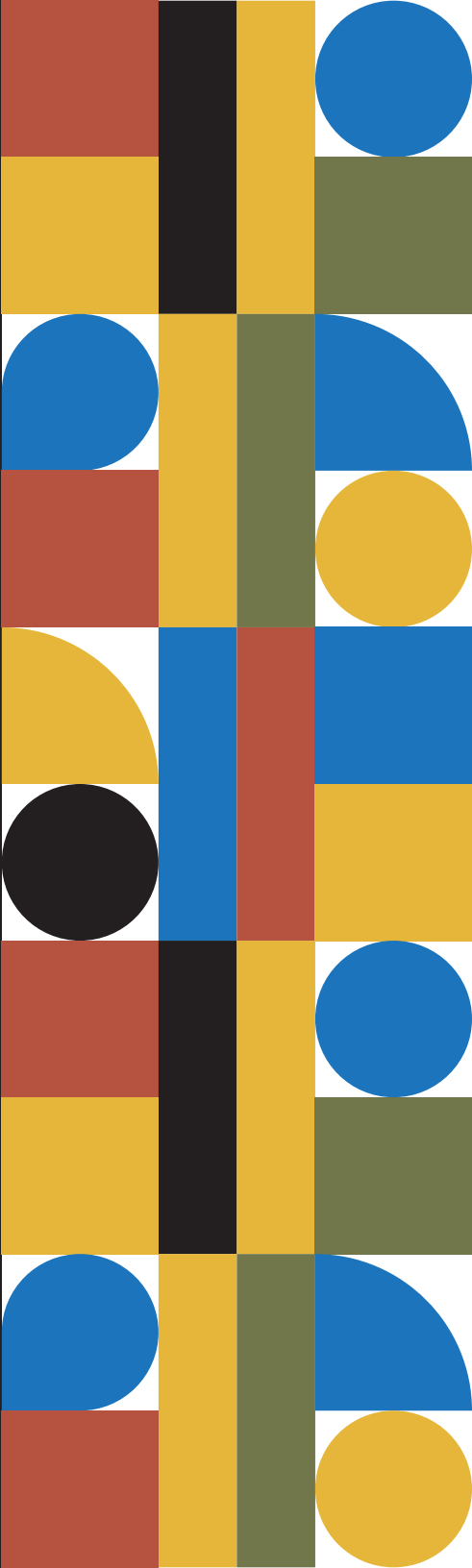


FixItMarin

Brand Guide



Produced by Marin County Communications

6/2/2026 Version 1.0

LOGO

PRIMARY

FixItMarin

SECONDARY

FixIt
Marin

FONT & COLOR

FUTURA PT

FixItMarin

abcdefghijklm

nopqrstuvwxyz

1234567890

HEADER TEXT WEIGHT

Aa

SUBHEADER TEXT WEIGHT

Aa

BODY TEXT WEIGHT

Aa

Marin Blue

HEX #2C75BC
RGB 44, 117, 188
CMYK 83, 50, 0, 0

Marin Blue

HEX #231F20
RGB 35, 31, 32
CMYK 0, 0, 0, 100

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

NAME USAGE WHEN WRITTEN

FixItMarin

We're piloting a new way to serve our community!

Starting this month, residents can use **FixItMarin** to report issues like potholes, missing street signs, or illegal dumping directly from their phone or computer. We plan to bring more services and resources on to this system soon. By testing this new app and sharing feedback, you'll help us improve county services for everyone!

THIS IS TEXT

THIS IS TEXT

DO'S AND DONT'S



FixItMarin



FixItMarin



FixItMarin



FixItMarin



FixItMarin

DO

- Use the provided logo over black or white backgrounds.
- Use the all-black or all-white logo version when needed for better visibility.
- Make sure there is enough contrast when placing the logo on any other background color.



DON'T

- Don't place the logo on a background that matches the logo text color, such as black text on black or white text on white.
- Don't use a background color that blends into part of the logo, such as a blue background behind the blue "It."
- Don't alter the order of the logo colors.
- Don't change the capitalization of the logo name.
- Don't add or remove spaces in the logo name.
- Don't recreate, recolor, stretch, distort, or modify the logo

ILLUSTRATIONS

Use approved FixIt Marin illustrations for collateral, presentations, newsletters, social media graphics, webpages, and other communications that promote FixItMarin.



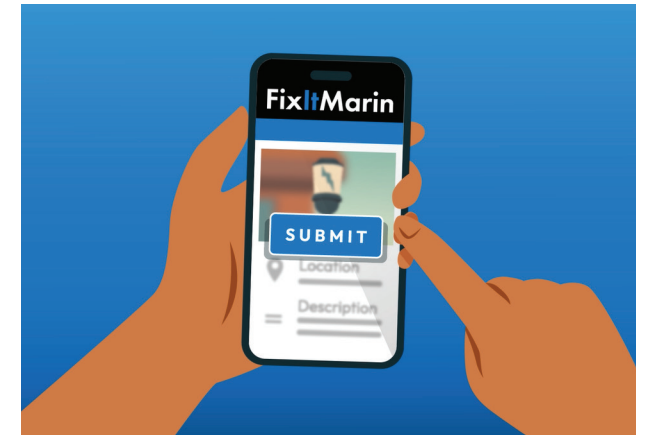
FixItMarin app on phone

Alt text to use: A hand holding a phone displaying the FixItMarin logo on the screen.



Submitting a ticket on the phone

Alt text to use: A person using a phone next to a FixItMarin service request preview with photo, location and description fields.



Ticket ready to be submitted

Alt text to use: A hand tapping a submit button on a phone showing a FixItMarin service request form.

