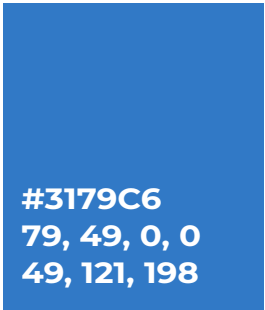
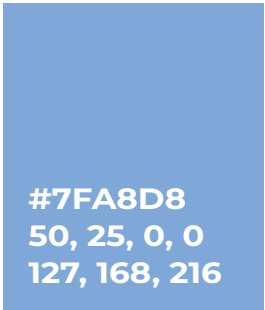
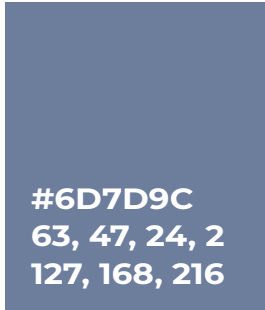
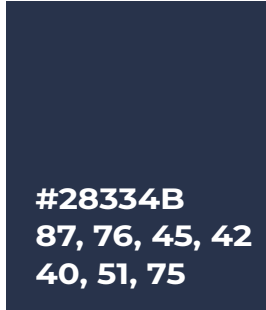
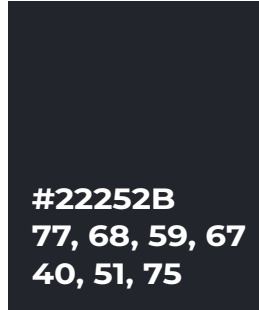


# Iosco Transit Corporation

## Branding Guidelines

### Color Palette

|   |  |   |  |   |
|---|--|---|--|---|
| <br><b>#3179C6</b><br>79, 49, 0, 0<br>49, 121, 198 | <br><b>#7FA8D8</b><br>50, 25, 0, 0<br>127, 168, 216 | <br><b>#6D7D9C</b><br>63, 47, 24, 2<br>127, 168, 216 | <br><b>#28334B</b><br>87, 76, 45, 42<br>40, 51, 75 | <br><b>#22252B</b><br>77, 68, 59, 67<br>40, 51, 75 |
|---|--|---|--|---|

### Typography

#### Header

Montserrat Black

#### Subheader

Montserrat Semibold

#### Body Text



Montserrat Regular


### Logo Variations



**Iosco Transit**

### Color Contrast Accessibility

 **Pass (UI Components and Graphics Objects)**

The visual presentation of user interface components (their states - including focus indication - and boundaries) and graphics objects has a contrast ratio of at least **3:1** against adjacent color(s).

The state of Michigan works to create accessible experiences that can be utilized by everyone. This is achieved by designing apps and graphic materials that adapt to accessibility technologies as they advance, and by making sure that users can understand the information presented and use the app's interface. The state works to ensure this via the Web Content Accessibility Guidelines (WCAG), which are guidelines that establish best practices for making a website or app accessible to users, regardless of their physical or cognitive disabilities.



### Download the App

To test additional color schemes, download any color contrast analysis application on your desktop or other devices (compatible across all screens)