



Brand Guide 2025

Colors

Primary



HEX: #a84848
RGB: 168, 72, 72
AZ Clay



HEX: #6f3030
RGB: 111, 48, 48
AZ Clay Shadow



HEX: #d37523
RGB: 211, 117, 35
AZ Mesa



HEX: #b04b16
RGB: 176, 75, 22
AZ Mesa Shadow



HEX: #458341
RGB: 69, 131, 65
AZ Cactus



HEX: #6fa86c
RGB: 111, 168, 108
AZ Cactus Shine

Secondary



HEX: #c25353
RGB: 134, 83, 83
AZ Clay Light



HEX: #883b3b
RGB: 136, 59, 59
AZ Clay Shadow Lt.



HEX: #ec8327
RGB: 236, 131, 39
AZ Mesa Light



HEX: #c95619
RGB: 201, 86, 25
AZ Mesa Shadow Lt.



HEX: #529d4e
RGB: 82, 157, 78
AZ Cactus Light



HEX: #275b21
RGB: 39, 91, 33
AZ Cactus Line



HEX: #8f3d3d
RGB: 143, 61, 61
AZ Clay Dark



HEX: #552525
RGB: 85, 37, 37
AZ Clay Shadow Dk.



HEX: #b9671f
RGB: 185, 103, 31
AZ Mesas Dark



HEX: #964013
RGB: 150, 64, 19
AZ Mesa Shadow Dk.



HEX: #386a34
RGB: 56, 106, 52
AZ Cactus Dark



HEX: #376834
RGB: 55, 104, 52
AZ Cactus Shadow



HEX: #131a26
RGB: 19, 26, 38
FL Text



HEX: #faa55b
RGB: 250, 165, 91
AZ Mesa X-Light

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.

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.

Elements & Trim

The Arizona Flyover is anchored in its color, which uses a range of warm colors and sunset moods.

The "Arizona" wordmark is a slightly playful, hand-drawn type with thick letters to carry the color palette.

Corners of buttons are slightly rounded.

Subtle gradients are optionally used in backgrounds.



Example Illustration

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

abcdefghijklmnopqrstuvwxy1234567890

Use for all other text, including paragraphs, labels, etc.

<https://rsms.me/inter/>

Arizona Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Used as the primary font in the logo and may be used as raster bitmapped headings.

<https://elements.envato.com/arizona-family-font-59PGKEY>

Assets

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

<https://thearizonaflyover.com/brand/>