



M U L T I S T A T E



COLOR PALETTE

*Primary*



*Navy*

HEX #044157  
RGB 4 65 87  
CMYK 98 69 45 33



*Gold*

HEX #D1AD60  
RGB 209 173 96  
CMYK 19 29 77 1



*Pink*

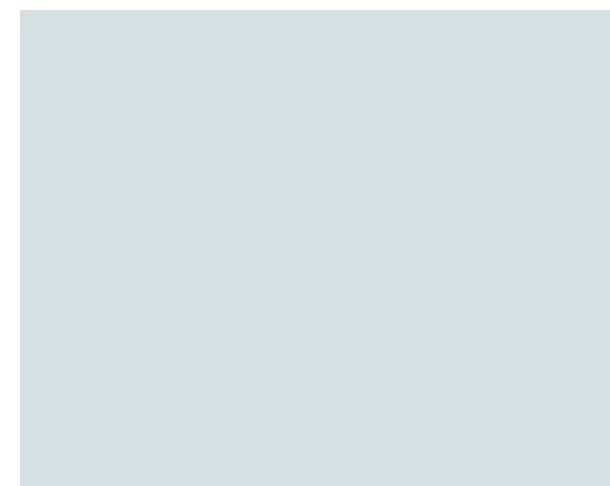
HEX #E5096E  
RGB 229 9 110  
CMYK 3 100 3 0

*Secondary*



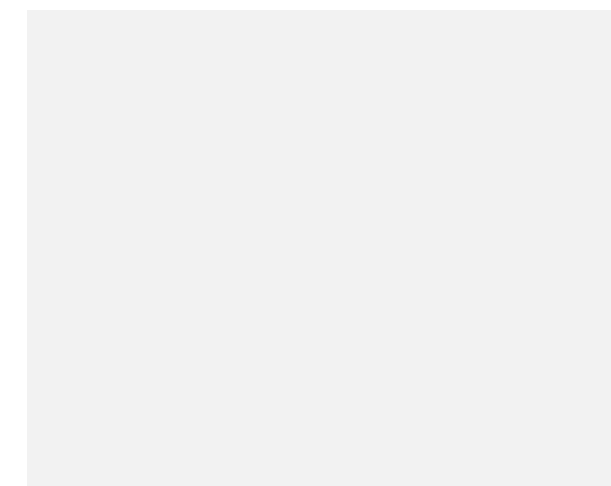
*Bronze*

HEX #978F84  
RGB 151 143 132  
CMYK 42 38 46 4



*Pale Blue*

HEX #D6DFE1  
RGB 214 223 225  
CMYK 15 7 8 0



*Grey*

HEX #F2F2F2  
RGB 242 242 242  
CMYK 4 2 2 0



## TYPOGRAPHY

HEADING 1

**Public Sans Black 54pt**

HEADING 2

**Public Sans Black 42pt**

HEADING 3

**Public Sans Black 38pt**

HEADING 4

**Public Sans Extrabold 29pt**

HEADING 5

**Public Sans Bold 24pt**

HEADING 6

**Public Sans Bold 20pt**

PARAGRAPH/ BODY COPY

Freight Display Pro Medium 20pt

MultiState Associates is the nation's leading state and local government relations services firm. Since 1984, we have worked with businesses, trade associations, professional societies, and coalitions to identify and manage state and local governmental action. We partner with clients to uncover legislation and regulations of interest at all levels of government—federal, state, and local—whether potentially adverse or beneficial to their organization.

To solve our client's needs, we identify the best advocates in the states and localities seamlessly and for the right fee. We build and manage coalitions to amplify an organization's voice. The resulting messages resonate with policymakers and constituencies.