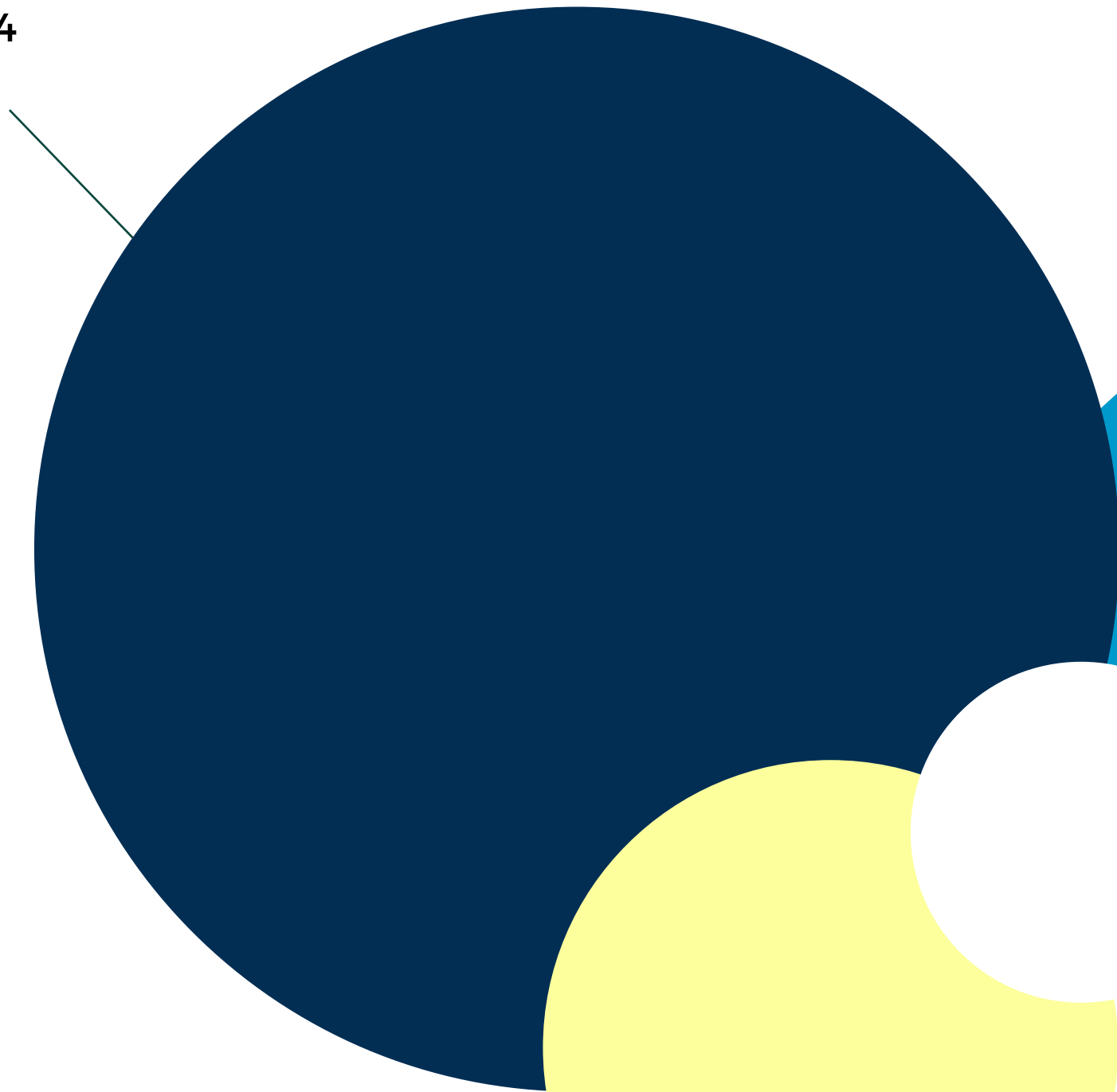


KARIM D. MARSHALL
FOR DC COUNCIL AT-LARGE 2022

BRAND GUIDE

COLOR SCHEME

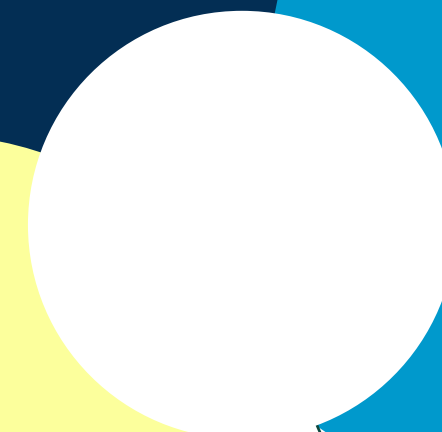
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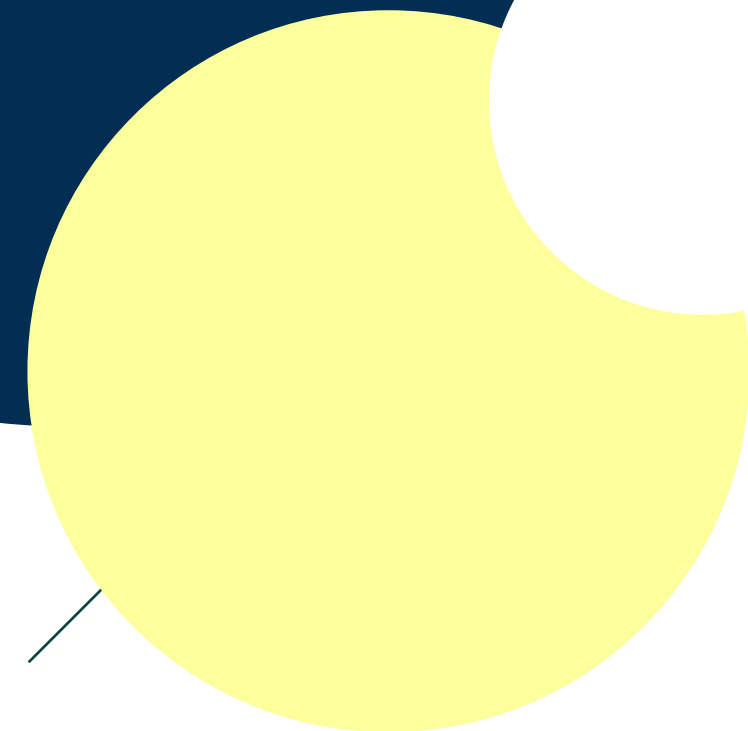
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#FCFF9C



LOGO

Karim
MARSHALL
AT-LARGE



Karim
MARSHALL
AT-LARGE

Karim
MARSHALL
AT-LARGE

Karim
MARSHALL
AT-LARGE

The logo consists of the name 'Karim' in a blue, italicized serif font, positioned above 'MARSHALL' in a large, bold, blue, italicized sans-serif font. Below 'MARSHALL' are three blue stars and the text 'AT-LARGE' in a blue, italicized sans-serif font. A red underline with a double-line effect is positioned below the 'MARSHALL' text.

TYPOGRAPHY

**KARIM D.
MARSHALL**

I'm a third-generation Washingtonian, lawyer, public servant, and candidate for DC Council At-Large. My wife and I chose to raise the next generation of our family in the District. We want the chance to raise our daughter in a safe, equitable city where an invisible dividing line does not determine opportunities. Together, I know we can build back our city.

Poppins Extra Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0