State Navigate

VERSION 1.1

Brand Guidelines

Your Compass for State Legislatures



Logo system

The State Navigate wordmark is the primary signature. The turn-and-arrow emblem may stand alone where space is limited. Use only the supplied artwork and preserve its proportions.

Keep clear space equal to the arrowhead height. Do not redraw, stretch, rotate, recolor, or place the mark over busy imagery.

PRIMARY WORDMARK / LIGHT FIELD

CLEAR SPACE = ARROWHEAD HEIGHT



180 PX MIN



EMBLEM
24 PX MIN

REVERSE WORDMARK / DARK FIELD



Use supplied reverse art with its soft-orange accent.

Typography

IBM Plex Sans carries headlines and reading text. JetBrains Mono is reserved for controls, metadata, navigation, labels, and data utilities.

Use sentence case. Keep body copy open and easy to scan. Let size and spacing establish hierarchy before color.

IBM Plex Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! %

400 Regular 600 Semibold 700 Bold

DISPLAY
HEADINGS
BODY COPY
EDITORIAL TEXT

JetBrains Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! %

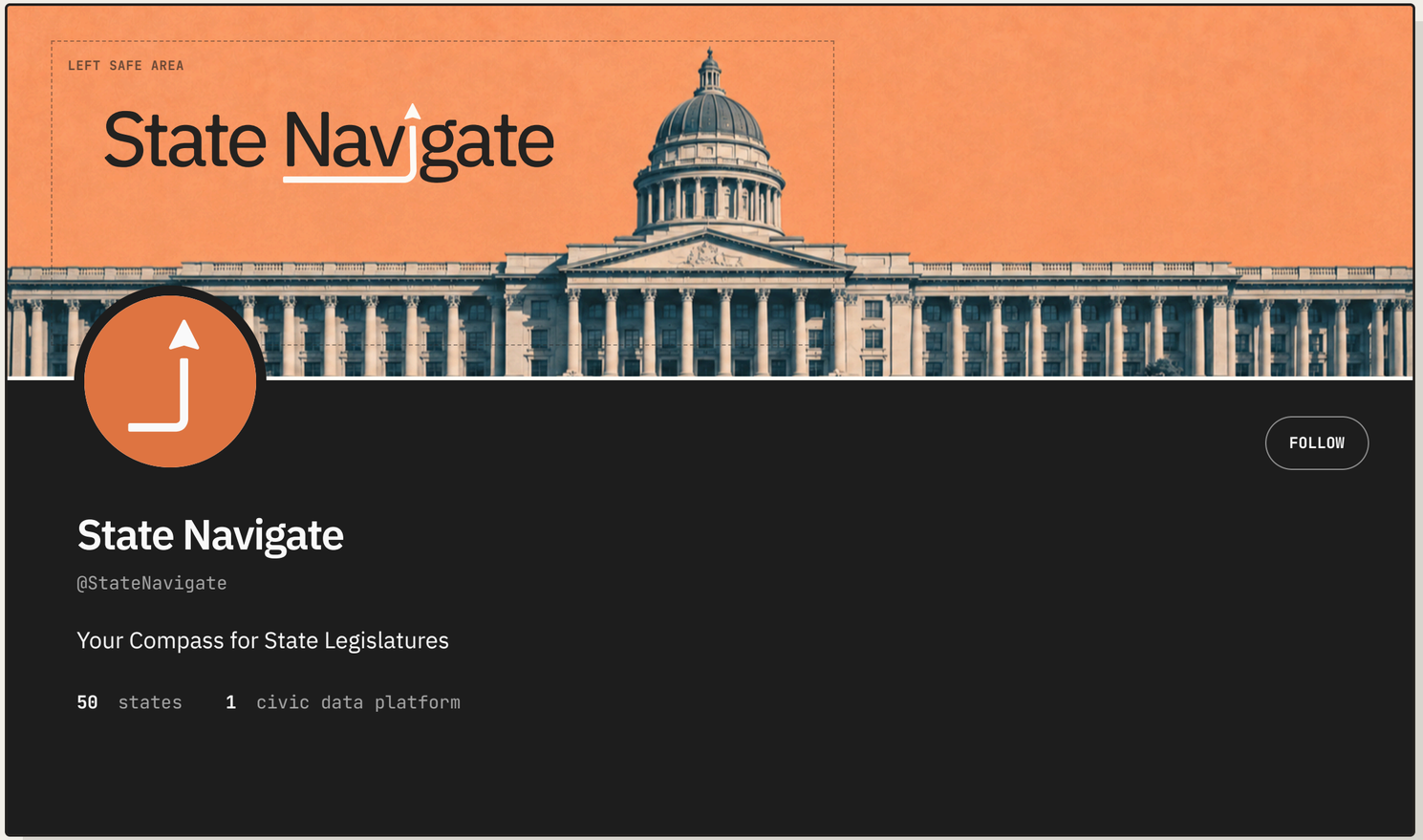
400 Regular 700 Bold

CONTROLS
METADATA
NAVIGATION
DATA LABELS

Social banner

Social headers pair restrained civic imagery with a clear wordmark. Keep the emblem readable at avatar scale and leave the right third quiet for platform controls.

Use a 3:1 image crop. Keep essential artwork in the left safe area. The avatar always uses the compact emblem.



Color palette

Orange signals navigation and action. Ink and paper form the foundation. Blue, red, and green encode political data; purple, gold, teal, pink, and slate support additional categories.

Pair color with text, shape, or symbols—never rely on color alone. Party and outcome colors are data, not decoration.



Type hierarchy

Scale and spacing establish hierarchy before color. Headlines use IBM Plex Sans with tight tracking. Body copy remains open; utility text uses JetBrains Mono.

Voice is nonpartisan, accessible, transparent, and direct. Write for people who follow state power without assuming insider knowledge.

SAMPLE	STYLE	SIZE
State Navigate	DISPLAY	90 / 86
Virginia elections	H1	62 / 59
Election results	H2	46 / 51
District 31	H3	31 / 35
Campaign finance	H4	24 / 29
Official-source civic data, made navigable.	BODY	17 / 27
UPDATED SEPTEMBER 3, 2026	UTILITY	12 / 17

Appearance system

State Navigate moves through six named appearance stages from full daylight to full night. Components use semantic roles so contrast and hierarchy remain consistent at every step.

Steps 0-2 are light. Steps 3-5 are dark. Honor the device preference on first visit, then persist the reader's chosen stage.

FULL SUN TO FULL MOON

STEP 0 / LIGHT	STEP 1 / LIGHT	STEP 2 / LIGHT	STEP 3 / DARK	STEP 4 / DARK	STEP 5 / DARK
Full sun	**Low sun**	**Sunset**	**Crescent**	**Gibbous**	**Full moon**
#FCFAF5 SURFACE #242220 TEXT	#D0D0D0 SURFACE #242220 TEXT	#A5A5A5 SURFACE #242220 TEXT	#707070 SURFACE #F9F9F9 TEXT	#484848 SURFACE #F9F9F9 TEXT	#1D1D1D SURFACE #F9F9F9 TEXT

Theme boundary

The interface switches its light/dark theme at Step 3. A saved appearance remains stable across routes and sessions.

```
0-2 = data-theme="light"
3-5 = data-theme="dark"
```

Semantic roles

Build with page, text, muted, rule, field, finder, accent, and on-accent roles. Do not hard-code a surface inside a shared component.

```
--iv-paper / --iv-ink
--iv-neutral / --iv-neutral-2
```

Dark mode

Dark mode is a full semantic theme, not an inversion filter. Swap surface, text, muted, rule, logo, and data-support roles together.

Use the reverse wordmark on dark surfaces. Soft orange is the preferred dark-mode text accent; solid orange keeps ink text on filled controls.

LIGHT / FULL SUN

State Navigate

Election results

Official-source civic data should retain the same information hierarchy in every appearance.

View district

D	Democratic	51.8%
R	Republican	46.9%
I	Independent	1.3%

PAPER #FCFAF5 / INK #242220
MUTED #4F4F4F / RULE #C3C3C3

DARK / FULL MOON

State Navigate

Election results

Keep structure, spacing, and meaning stable. Change semantic tokens and supplied artwork only.

View district

D	Democratic	51.8%
R	Republican	46.9%
I	Independent	1.3%

SURFACE #1D1D1D / TEXT #F9F9F9
MUTED #A5A5A5 / RULE #4A4A4A

Accessibility

Brand expression must stay readable and operable. Treat contrast, keyboard focus, content structure, and redundant data cues as core parts of the identity.

Meet WCAG 2.2 AA: 4.5:1 for normal text and 3:1 for large text. Test the actual foreground and background pair in every appearance.

APPROVED TEXT PAIRS / WCAG CONTRAST

Ink on paper	Neutral on paper	Light on dark	Soft orange on dark
15.20:1 PRIMARY TEXT	7.85:1 SECONDARY TEXT	16.01:1 PRIMARY DARK TEXT	9.13:1 DARK-MODE ACCENT

Never use color alone

Pair party, status, and outcome colors with text, symbols, shape, or pattern.

D R I

Use a background state

Show keyboard focus and selected states with a clear background change and readable foreground contrast.

View district

Preserve structure

Use semantic headings, native controls, descriptive labels, and meaningful alternative text.

H1 → H2 → H3