



BRAND GUIDE

PRIMARY LOGO

FULL COLOR



ONE COLOR / BW



ONE COLOR / BW REVERSE



LOGO VARIATIONS

HORIZONTAL ORIENTATION



STACKED ORIENTATION



LOGOMARK 1



LOGOMARK 2



WORDMARK



COLOR PALETTE & TEXTURES

PRIMARY COLORS



CMYK: 84, 19, 69, 4
RGB: 4, 147, 114
HEX: #049372
PMS: 7724 C



CMYK: 93, 53, 32, 12
RGB: 0, 100, 131
HEX: #006483
PMS: 315 C



CMYK: 0, 91, 100, 0
RGB: 238, 63, 35
HEX: #EE3F23
PMS: 179 C



CMYK: 6, 30, 93, 0
RGB: 239, 181, 49
HEX: #EFB531
PMS: 143 C

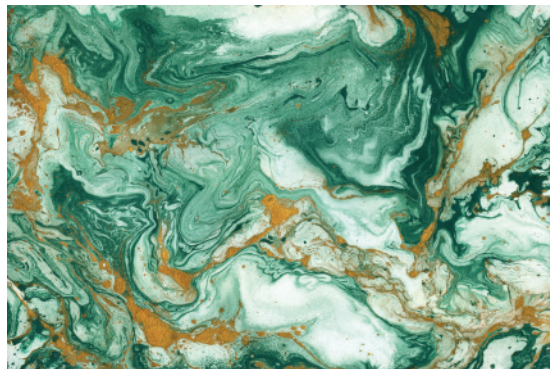
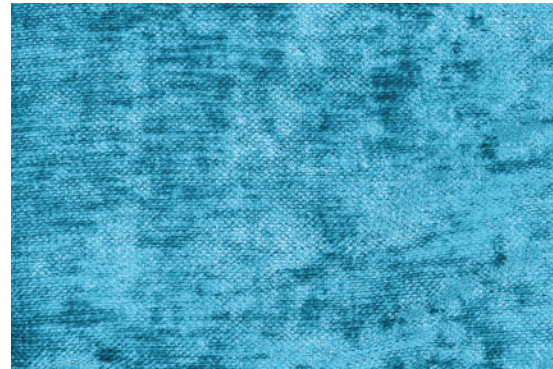


CMYK: 55, 87, 42, 17
RGB: 119, 59, 95
HEX: #773B5F
PMS: 5125 C



CMYK: 95, 62, 50, 36
RGB: 2, 69, 84
HEX: #024554
PMS: 316 C

TEXTURES

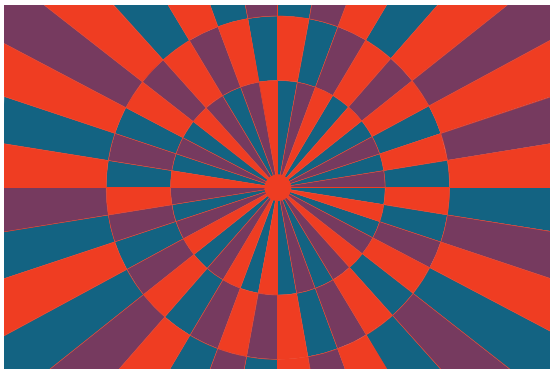
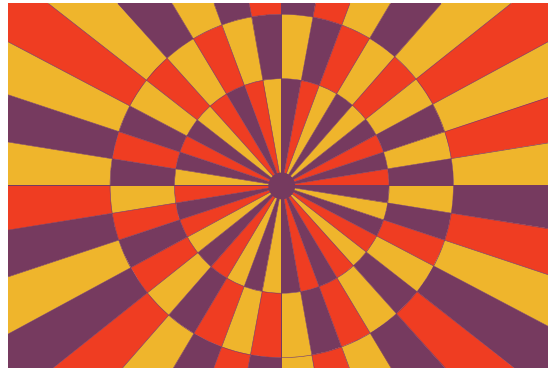
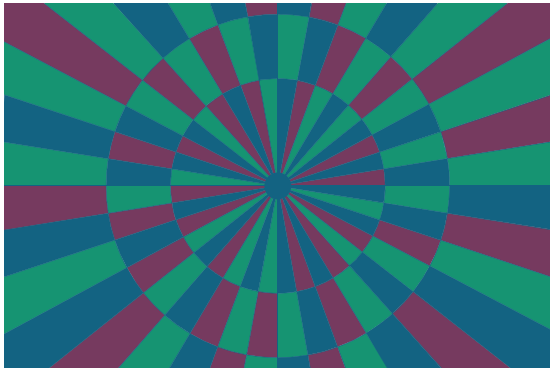


PATTERNS

PATTERN 1



PATTERN 2



TYPOGRAPHY

FOR PRINT

Headlines Use in All Caps | Tracking: 0

Acumin Pro Extra Condensed - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Copy Use in Regular Caps | Tracking: 0

Gotham - Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads Use in Regular Caps | Tracking: 0

Gotham - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Accent Text Use in Regular Caps | Tracking: 0

Gotham - Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FOR WEB

Headlines Use in All Caps | Tracking: 40

Oswald - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Copy Use in Regular Caps | Tracking: 0

Montserrat - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads Use in Regular Caps | Tracking: 0

Montserrat - SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Accent Text Use in Regular Caps | Tracking: 0

Montserrat - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIFESTYLE PHOTOS

