



brand guidelines

Slogan

inform. inspire. impact.

Colors

Primary



■ PMS - 389 C
■ CMYK - 25/0/100/0
■ HEX - #CDDE00
■ RGB - 205/222/0



■ PMS - 2745 C
■ CMYK - 99/100/18/19
■ HEX - #230871
■ RGB - 35/8/113

Secondary



■ PMS - Cool Gray 7 C
■ CMYK - 43/35/35/1
■ HEX - #98989A
■ RGB - 152-152-154



■ PMS - Cool Gray 9 C
■ CMYK - 56/47/44/10
■ HEX - #76777A
■ RGB - 1118/119/122

Tertiary



■ PMS - 137 C
■ CMYK - 0/42/100/0
■ HEX - #FAA21B
■ RGB - 250/162/27

Fonts

Logo

All Round Gothic
Demibold

Proxima Nova
Semibold

Heading

Proxima Nova
Semibold or Bold
14-18pt

Subheading

Proxima Nova
Medium or Semibold
10-12pt

Body Copy

Proxima Nova
Light or Regular
6-9pt

Logo

Primary



Secondary



Color Variations



*Use PMS Cool Gray 9
for light backgrounds.*



*Use PMS Cool Gray 7
for dark backgrounds.*

