

BRAND GUIDELINES

REGISTERED LOGO



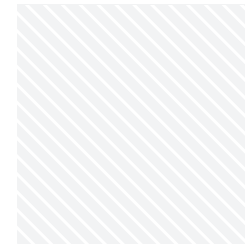
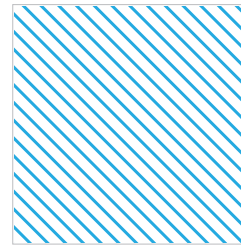
Primary Logo



Secondary Logo

PATTERN

These patterns can be placed behind the main headers in content or used as a break in the content within a layout.



GRAPHICS

Layout divider line

Used to break up a large body of content and separate portions of a layout







Typography container shape

Use to contain headers and break up a large body of content

BRAND GUIDELINES

COLORS

Use CMYK values for print applications and use RGB or HTML values for digital applications. In some instances, where using Pantone® spot colors, match to Pantone® solid-coated swatches.

Custom primary palette	Pantone	CMYK	RGB	HTML
Primary Blue	 3005 C	C85 M50 Y0 K0	R28 G117 B188	1C75BC
Primary Cyan	 2995 C	C70 M15 Y0 K0	R39 G170 B225	27AAE1
Custom secondary palette				
Yellow Orange	 7548 C	C2 M31 Y99 K0	R248 G180 B26	F8B41A
Lime Green	 368 C	C50 M0 Y100 K0	R141 G198 B63	8DC63F
Orange Red	 7417 C	C1 M86 Y85 K0	R237 G76 B56	ED4C38
Neutral palette				
White	 N/A	C0 M0 Y0 K0	R255 G255 B255	FFFFFF
Soft Gray	 N/A	C0 M0 Y0 K5	R241 G242 B243	F1F2F2
Cool Gray	 424 C	C0 M0 Y0 K70	R109 G110 B113	6D6E71

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TYPOGRAPHY

BEBAS NEUE

The title and headline font is Bebas Neue and should be used in all communications, styles, and designs whenever possible. Refer to examples of common styles to the right.

Bebas Neue is an Open Font and can be obtained from Google Fonts at the following address: <https://bit.ly/3xCj9zj>

Open Sans

The primary font is Open Sans and should be used in all communications, styles, and designs whenever possible. Use font weights to create a clear hierarchy of information. Refer to examples of common styles to the right. Use italics sparingly and only if necessary.

Open Sans is an Open Font and can be obtained from Google Fonts at the following address: <https://bit.ly/3zvCaV4>

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You can use them freely in your products & projects - print or digital, commercial or otherwise. However, you can't sell the fonts on their own.

Common Styles

Regular 400

ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND.

Common Styles

Light 300

Almost before we knew it, we had left the ground.

Regular 400

Almost before we knew it, we had left the ground.

Semi-bold 600

Almost before we knew it, we had left the ground.

Bold 700

Almost before we knew it, we had left the ground.