

Brand Guidelines

Updated June 22, 2023



Primary Logo Options



Primary Color



Reversed-Out



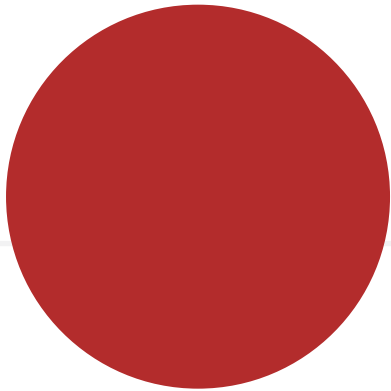
Single-Color

Secondary Logo Options



Primary Colors

Primary colors to be used as background, headlines, body text, etc.

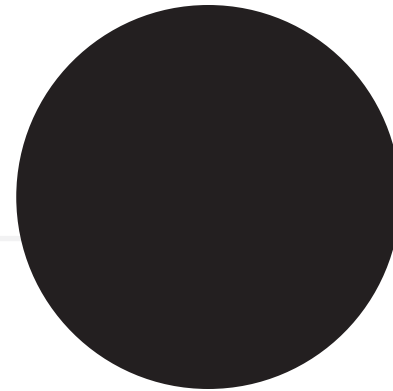


RGB 178, 43, 43

HEX #b22b2b

CMYK 21, 96, 92, 12

PMS 1805c



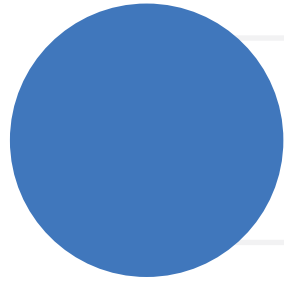
RGB 0, 0, 0

HEX #000000

CMYK 0, 0, 0, 100

Secondary Colors

Secondary colors to be used as accents, subheads, body text, and only as a compliment to the primary colors.

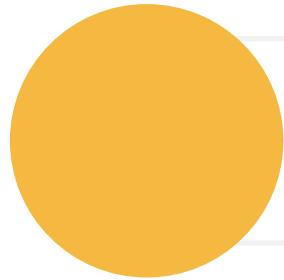


RGB 63, 118, 187

HEX #3f76bb

CMYK 78, 51, 0, 0

PMS 660c

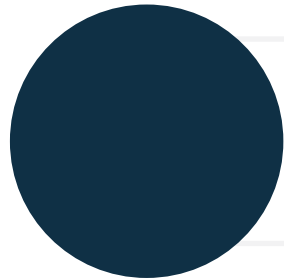


RGB 245, 185, 65

HEX #f5b941

CMYK 3, 29, 86, 0

PMS 142c

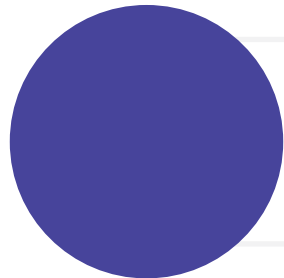


RGB 17, 48, 69

HEX #113045

CMYK 96, 74, 48, 47

PMS 2767c



RGB 69, 64, 161

HEX #4540a1

CMYK 87, 87, 0, 0

PMS 7671c

Color Balance

To maintain brand consistency, here is a visual representation of color usage.



Typography

Aa

Futura PT Medium

Aa

Futura PT Light

Lorem Ipsum

Headline
Futura PT Medium

Et accaessit debiscid ma parum, voluptae cus
alitatio consed et volum vellabores rerae non porro
consequ iandis dolupti acesequia cone dentio tem.
Nequatempus et, verorum, ne sunti qui odistiae int
ere lab ipsum voluptio. Nem exerspis am sequid.

Body
Futura PT Light

