uberStax Brand Style Guide

LOGO

LOGO VARIATIONS

COLOR

	PMS	1807 C
	RGB	181, 57, 60
	CMYK	21, 91, 78, 10
	HEX	#B5393C
	PMS	7409 C
	RGB	244, 176, 51
	CMYK	3, 33, 92, 0
	HEX	#F4B033
	PMS	7740 C
	RGB	85, 149, 66
	CMYK	72, 21, 100, 5
	HEX	#559542
	PMS	7685 C
	RGB	22, 78, 160
	CMYK	98, 79, 3, 0
	HEX	#164EA0
	PMS	424 U
	RGB	136, 136, 136
	CMYK	49, 41, 41, 5
	HEX	#888888

	PMS	710 C
	RGB	239, 70, 82
	CMYK	0, 88, 64, 0
	HEX	#EF4652
	PMS	7404 U
	RGB	255, 202, 37
	CMYK	0, 20, 94, 0
	HEX	#FFCA25
	PMS	360 C
	RGB	105, 185, 57
	CMYK	63, 2, 100, 0
	HEX	#69B939
	PMS	2905 U
	RGB	130, 210, 245
	CMYK	44, 1, 1, 0
	HEX	#82D2F5
	PMS	649 U
	RGB	255, 255, 255
	CMYK	0, 0, 0, 0
	HEX	#FFFFFF

TYPEFACE

TYPEFACE NAME	APPEARANCE
Open Sans Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

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Open Sans **Semibold**	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789**