

Branding Style Guide



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 Black C RGB 0, 0, 0 CMYK 0, 0, 0, 100 HEX #000000

	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