

01. PRIMARY LOGO



Combination of custom wordmark & tagline

02. ICON













Icon version of the logo (to be used at smaller sizes)

03. ALTERNATE LOGO COLORATION



One-color versions of the logo

04. COLORS

 PANTONE 7624c	C 0 M 97 Y 87 K 60	R 128 G 47 B 45 #802f2d	 PANTONE 167c	C 5 M 77 Y 100 K 15	R 190 G 83 B 28 #be531c
 100%	CMYK 0, 0, 0, 100 RGB 35, 31, 32 #231f20	 45%	CMYK 0, 0, 0, 45 RGB 157, 159, 161 #9dgfa1		
 90%	CMYK 0, 0, 0, 90 RGB 64, 64, 65 #404041	 30%	CMYK 0, 0, 0, 30 RGB 187, 189, 192 #bbbdc0		
 75%	CMYK 0, 0, 0, 75 RGB 98, 98, 102 #626366	 15%	CMYK 0, 0, 0, 15 RGB 219, 220, 222 #dbdcde		
 60%	CMYK 0, 0, 0, 60 RGB 128, 129, 132 #808184		CMYK 0, 0, 0, 0 RGB 255, 255, 255 #ffffff		

Full-line of brand colors & incremental tints / shades

05. TYPOGRAPHY

abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#%&()*

Titillium | Headlines, titles, & body copy (Black, Bold, Regular)
* *Verdana Regular & Bold may be used in lieu of Titillium Black*

abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#%&()*

Oswald | Alternate call-out (Light, Regular, Bold)
* *Arial Narrow Bold may be used in lieu of Oswald*