COLOR PALETTE

Primary Colors

PANTONE
298 C

PANTONE
654 C

PANTONE
368 C

PANTONE
186 C

PANTONE
COOL GRAY 8

Secondary Colors

PANTONE
254 C

PANTONE
213 C

PANTONE
187 C

PANTONE
348 C

PANTONE
219 C

PANTONE
387 C

PANTONE
142 C

PANTONE
425 C

PANTONE
7685 C

PANTONE
549 C

PANTONE
715 C

PANTONE
7692 C
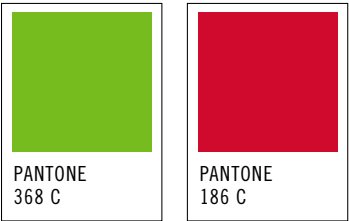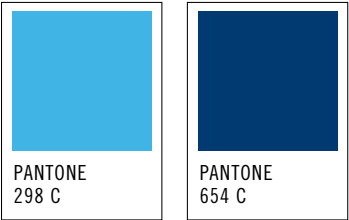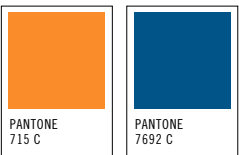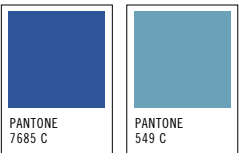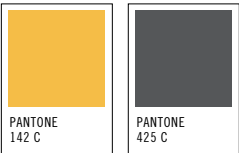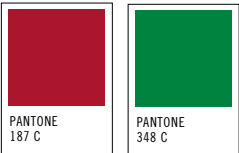
LOGO

Insignia Roman

Univers Roman (90% width)

DESIGN ELEMENTS

Fonts

MONTSERRAT BOLD

Used in headlines/titles typically all CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Light

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sanchez Regular Italic
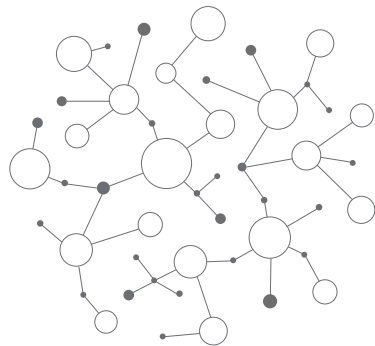
Occasionally used for subheadings (50 tracking)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Layered Boxes

The primary colors in boxes are layered throughout the design with a mulitply blending mode.

Jax Pattern

The jax pattern is used throughout designs layered underneath other design elements with a 15% opacity.