



## FONTS

**Gotham Bold**  
Gotham Medium

## PALETTE



LIGHT BLUE  
PMS C 2727  
CMYK: 70 / 47 / 0 / 0  
RGB: 48 / 127 / 226  
HEX: 307FE2



MEDIUM BLUE  
PMS C 286  
CMYK: 100 / 75 / 0 / 0  
RGB: 0 / 51 / 160  
HEX: 0033A0



BLACK  
PMS C BLACK 6  
CMYK: 100 / 79 / 44 / 93  
RGB: 16 / 24 / 32  
HEX: 101820



DEEP GRAY  
PMS C COOL GRAY 10 C  
CMYK: 57 / 46 / 40 / 25  
RGB: 99 / 102 / 106  
HEX: 63666A