

MAIN BRAND MARK

COLOR



BLACK



REVERSED



COLORS

RED

CMYK 27 100 100 30
RGB 141 21 10
HEX CODES 8D150A

SALMON

CMYK 15 71 61 2
RGB 207 104 93
HEX CODES CF685D

YELLOW

CMYK 0 29 63 0
RGB 254 190 114
HEX CODES FEBE72

LIGHT BLUE

CMYK 75 32 20 0
RGB 62 143 176
HEX CODES 3E8fB0

DARK BLUE

CMYK 93 69 47 38
RGB 23 61 81
HEX CODES 173D51

Some promotional items may have limited colors to choose from; choose colors that match closely to the approved colors to choose black and white.

FONTS

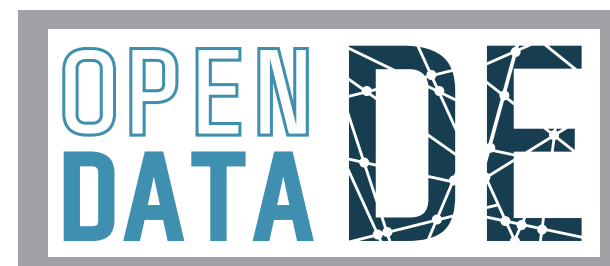
LOGO FONTS:

Share Tech Mono

COMPANION FONTS USED IN MARKETING AND ADVERTISING:

Roboto, **Bold**, *Italic*, **Bold Italic**

NOTE: COMPANION FONTS ARE SUBJECT TO REVISION ONCE ACTUAL COLLATERAL IS CREATED. STYLE GUIDE WILL BE UPDATED ACCORDINGLY.



To prevent a cluttered look, maintain a comfortable white space around the general logo - equal to approximately the white space surrounding the logo. No graphic element - type, rule, line, art - should be allowed in this area.

UNACCEPTABLE VARIATIONS

- No distortion (vertically and horizontally - use proportionally)
- Do not change the font in the logo
- Do not rearrange the logo elements
- Do not use unapproved color combinations
- Do not respace elements of the logo
- Additional art or logos must not be attached to the official logo