|  |  |
| --- | --- |
| **COLOR PALETTE** | |
| HEX: #060505  RGB: 68, 68, 68  CMYK: 0, 0, 0, 73  HSL: 0, 0%, 27%  Pantone: 446 C (#3F4444) | HEX: #120097  RGB: 18, 0, 151  CMYK: 88, 100, 0, 41  HSL: 247, 100%, 30%  Pantone: Blue 072 C (#10069F) |
| HEX: #636363  RGB: 99, 99, 99  CMYK: 0, 0, 0, 61  HSL: 0, 0%, 39%  Pantone: Cool Gray 10 C (#63666A) | HEX: #1F0F96  RGB: 31, 15, 150 CMYK: 79, 90, 0, 41 HSL: 247, 82%, 32% Pantone: 2746 C (#171C8F) |
| HEX: #A2A1A1  RGB: 162, 161, 161  CMYK: 0, 1, 1, 37  HSL: 0, 1%, 63%  Pantone: 422 C (#9EA2A2) | HEX: #261E63  RGB: 38, 30, 99 CMYK: 62, 70, 0, 61 HSL: 247, 53%, 25% Pantone: 273 C (#24135F) |
|  | HEX: #139608  RGB:  CMYK:  HSL:  Pantone: |

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| **TYPOGRAPHY** | | |
| **TYPEFACES** |  |  |
|  |  |  |
| **HEADING**  Typeface: **Georgia Pro Cond Semibold** Style: regular | Aa | **Georgia Pro Cond Semibold** |
|  |  |  |
| **BODY**  Typeface: Arial Style: regular | Aa | My desire to understand how things work and how to make them better. |
|  |  |  |
| **HEADING 1** |  |  |
| Typeface: **Georgia Pro Cond Semibold** Style: regular 48 | My desire to understand how things work. | |
|  |  |  |
| **HEADING 2**  Typeface: **Georgia Pro Cond Semibold** Style: regular 28 | My desire to understand how things work. | |