

LOGOS



BRAND COLORS



Primary Brand Color 1
Hex #1A8EC7
RGB 26, 142, 199
HSB 200, 87%, 78%
CMYK 79, 32, 4, 0
Ink Type Process



Primary Brand Color 2
Hex #43BCED
RGB 67, 188, 237
HSB 197, 72%, 93%
CMYK 62, 6, 0, 0
Ink Type Process



Secondary Brand Color
Hex #F4DD0F
RGB 244, 221, 15
HSB 54, 94%, 96%
CMYK 7, 7, 99, 0
Ink Type Process

Typically Used to Draw
Attention/Add Character, to
Be Used Somewhat Sparingly



Tertiary Brand Color
Hex #093347
RGB 9, 51, 71
HSB 199, 87%, 28%
CMYK 96, 72, 49, 46
Ink Type Process

Typically Used as a
Substitute for Pure Black in
Text, Backgrounds, Etc.

TYPOGRAPHY

Header Text

INDUSTRY IN - BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*[]_+-={}|:;'<>,.?/\|`~

Alternative Header Text

INDUSTRY INC - OUTLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*[]_+-={}|:;'<>,.?/\|`~

Subtitle Text

Industry - Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*[]_+-={}|:;'<>,.?/\|`~

Body Text

Industry - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*[]_+-={}|:;'<>,.?/\|`~

Header Text

INDUSTRY IN - BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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!@#\$%^&*[]_+-={}|:;'<>,.?/\|`~

Alternative Header Text

INDUSTRY INC - OUTLINE

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!@#\$%^&*[]_+-={}|:;'<>,.?/\|`~

Subtitle Text

Industry - Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Body Text

Industry - Medium

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