CNM Ingenuity, Inc.

Branding Specifications

DEEP DIVE
Coding

New DDCB Logo

Color Palette

PRIMARY COLOR PALETTE

BLACK
Pantone P
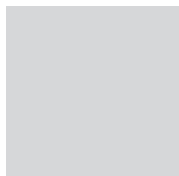CMYK: 0/0/0/100
RGB: 67/67/69

LIGHT BLUE
Pantone 292 C
CMYK: 72/28/0/0
RGB: 56/151/211

YELLOW
Pantone 116 C
CMYK: 1/18/100/0
RGB: 255/210/0

SECONDARY COLOR PALETTE

LIGHT GRAY
Pantone P 179-3 C
CMYK: 0/0/100/20
RGB: 209/211/212

GREEN
Pantone 377 C
CMYK: 43/0/100/24
RGB: 130/188/0

Graphic Elements

In cases where all Deep Dive Coding programs are being promoted, any combination of the following graphics may be used. When one singular bootcamp is being promoted, only the graphics within that set should be used. Graphics for that singular bootcamp within the set can be split up and used individually.
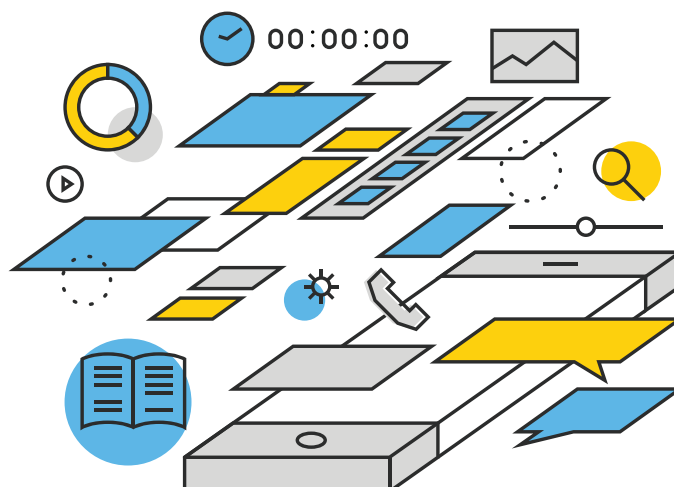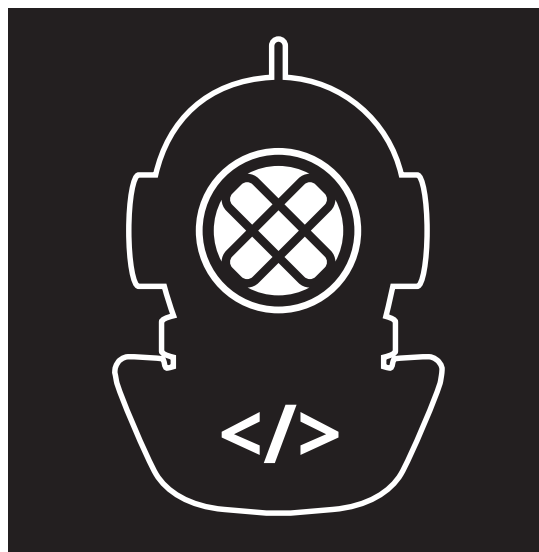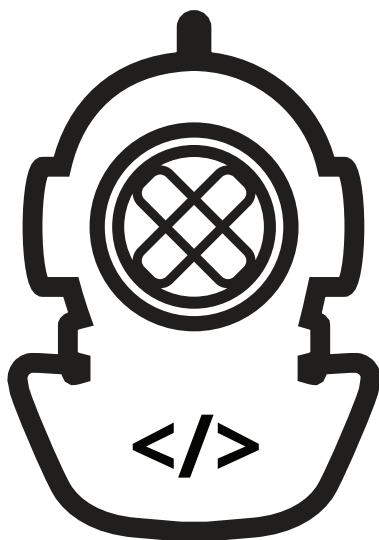
FULLSTACK

.NET

JAVA+ANDROID+SALEFORCE

Graphic Elements Continued
Deep Dive Helmet

Email Signature Logo

ALWAYS import logo artwork directly from the original file.

Font Palette

Large Headline: ⋯⋯⋯⋯⋯⋯⋯⋯

Vitesse

Color: Black

Large Headline

Sub–Headline: ⋯⋯⋯⋯⋯⋯⋯⋯

Vitesse Bold

All Caps
Color: Black

SUB–HEADLINE

Body Copy
Small Headline:
**Sans Serif Bold
All Caps**
Color: Blue

BODY COPY HEADLINE

Body Copy:
Sans Serif Regular
Color: Black

⋯⋯⋯⋯⋯⋯⋯⋯

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

For Microsoft user substitute
Body Copy:
Arial Narrow Regular
Color: Black

nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt ollit anim id est laborum.

Website Body Copy: Roboto