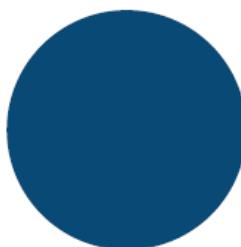


Color Palette

Our brand colors symbolize advancement. Dark blue is elegant and trustworthy while light gray is technical. The blue, teal and green comprise our gradients and hero graphic element (the supergraphic).

Color matches for the PMS colors come from the Pantone Color Finder for reference. Please work with your print and digital producers to ensure color match.



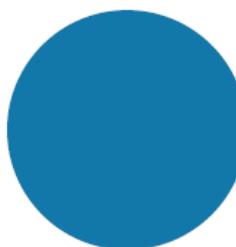
Dark Blue

#004976

RGB 0/73/118

CMYK 100/55/0/37

PMS 7693 C



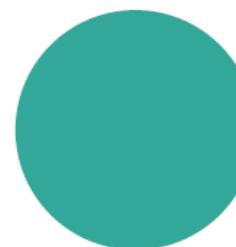
Blue

#0076A8

RGB 0/118/168

CMYK 89/34/2/9

PMS 7690 C



Teal

#34A798

RGB 52/167/152

CMYK 72/3/41/3

PMS 2401 C



Green

#7CCC6C

RGB 124/204/108

CMYK 52/0/72/0

PMS 2269 C



Light Gray

#E7E7E4

RGB 231/231/228

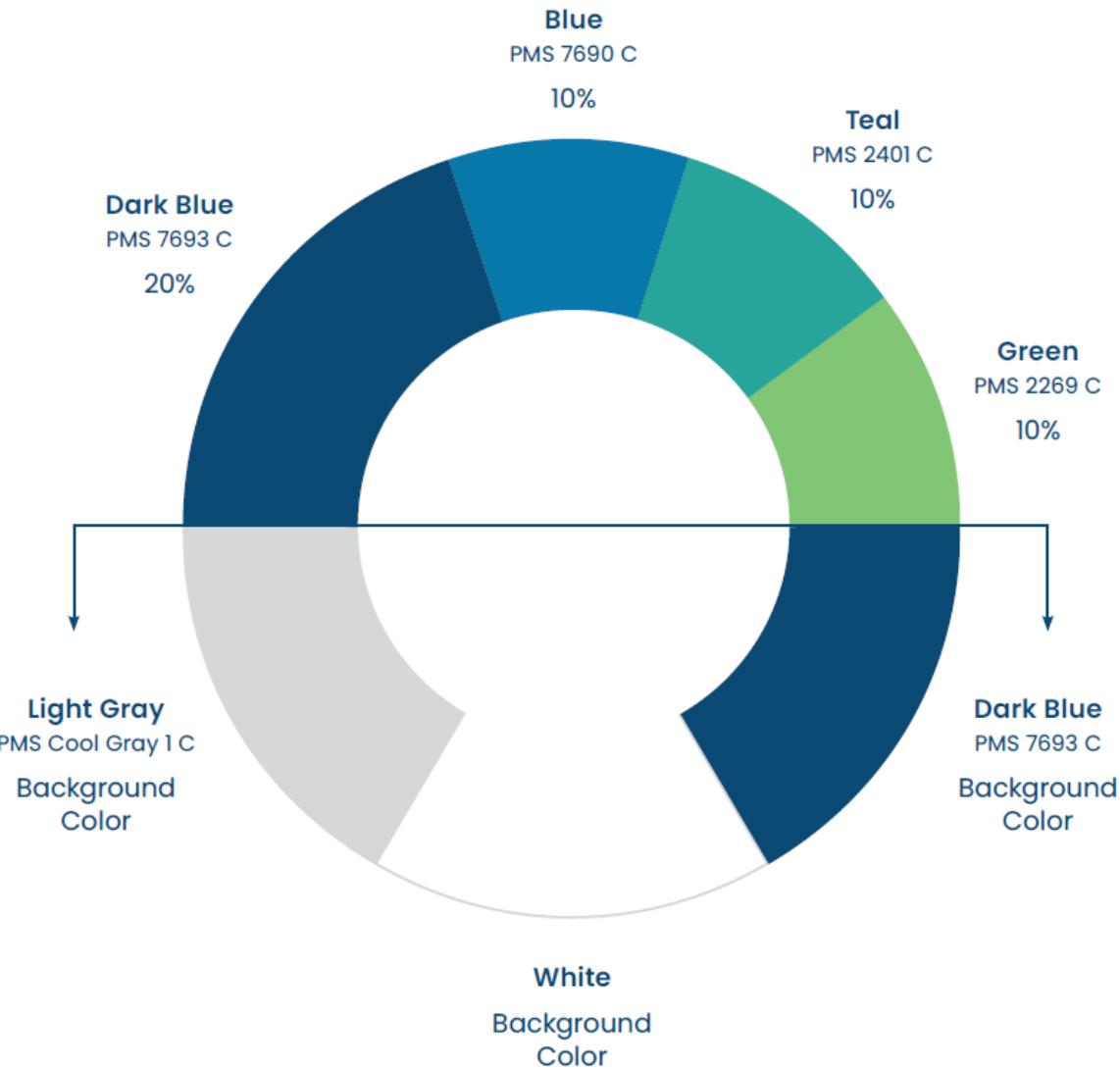
CMYK 10/7/5/0

PMS Cool Gray 1 C

Color Usage

Color Distribution

Strive to create an overall brand impression using this color footprint. This does not mean every application must include all colors.



Typography

The unique headline font Bluu Suuperstar Bold conveys precision and category leadership with a nod to engineering prowess.

Our subhead font Poppins Semibold and body font Poppins Regular complements the more expressive headline font with a constructed and rationalist geometric approach that feels contemporary and practical.

In instances where Poppins is not available or as a default fallback on digital platforms, Arial (a standard system font) can be used.

Headlines: Bluu Suuperstar Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f
g h i j k l m n o p q r s t u v w x
y z 1 2 3 4 5 6 7 8 9 0 @ # \$

Subhead: Poppins SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v
w x y z 1 2 3 4 5 6 7 8 9 0 @ # \$

Body: Poppins Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2
3 4 5 6 7 8 9 0 @ # \$

ALTERNATE ONLY Subhead: Arial Bold

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r
s t u v w x y z 1 2 3 4 5 6 7 8 9 0 @ # \$

ALTERNATE ONLY Body: Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v
w x y z 1 2 3 4 5 6 7 8 9 0 @ # \$