

LOGO

**VARIATION** 



**DESIGN CENTER** 

### **BRAND TYPOGRAPHY**

### **SPARTAN**

(MAIN TYPE, ALL CAPITALS, EXTRA BOLD)

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z 3 4 5 5

# **ROBOTO**

(SUB TYPE)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 5 6 7 9

#### **COLOR PALETTE**

**VIOLET** 

**CHARCOAL** 

**GOLD** 

#241043 RGB 36, 16, 67 CMYK 93, 100, 35, 48 HSB 62, 76, 26 LAB 100, 23, -28

#352463 RGB 53, 36, 99 CMYK 94, 100, 27, 22 HSB 255, 63, 38 LAB 20, 25, -35

#523D98 RGB 82, 61, 152 CMYK 83, 92, 0, 0 HSB 252, 59, 59 LAB 33, 32, -47 #231F20 RGB 35, 31, 32 CMYK 0, 0, 0, 100 HSB 344, 11, 13 LAB 12, 2, 0

RGB 228, 229, 230 CMYK 0, 0, 0, 11 HSB 208, 0, 90 LAB 91, 0, -1

RGB 228, 229, 230 CMYK 0, 0, 0, 11 HSB 208, 0, 90 LAB 91, 0, -1

#F3F4F4 RGB 243, 244, 244 CMYK 0, 0, 0, 4 HSB 179, 0, 95 LAB 96, 0,

RGB 255, 212, 0 CMYK 0, 15, 100, 0 HSB 49, 100, 100 LAB 86, 0, 87

#FFE500 RGB 255, 229, 0 CMYK 0, 6, 100, 0 HSB 53, 100, 100 LAB 90, -9, 90

RGB 255, 242, 0 CMYK 0, 0, 100, 0 HSB 56, 100, 100 LAB 94, -15, 92

## **PRESENTATION VARIATIONS**

















