



LOGO



VARIATION

DESIGN CENTER

BRAND TYPOGRAPHY

SPARTAN

(MAIN TYPE, ALL CAPITALS, EXTRA 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
0 1 2 3 4 5 5 6 7 9

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

#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

CHARCOAL

#231F20
RGB 35, 31, 32 CMYK 0, 0, 0, 100
HSB 344, 11, 13 LAB 12, 2, 0

#6F7173
RGB 228, 229, 230 CMYK 0, 0, 0, 11
HSB 208, 0, 90 LAB 91, 0, -1

#E4E5E6
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,

GOLD

#FFD400
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

#FFF200
RGB 255, 242, 0 CMYK 0, 0, 100, 0
HSB 56, 100, 100 LAB 94, -15, 92

PRESENTATION VARIATIONS

