



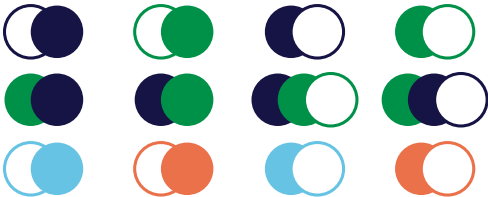
Primary Brand Colors

	HEX	#161345
	RGB	22 19 69
	CMYK	100 99 37 47
	PANTONE	2756 Coated
	PANTONE	280 Uncoated
	HEX	#009149
	RGB	0 145 73
	CMYK	86 18 98 4
	PANTONE	355 c
	PANTONE	2423 u

Secondary Brand Colors

	HEX	#66C3E3
	RGB	102 195 227
	CMYK	55 4 6 0
	PANTONE	2915 c
	PANTONE	291 u
	HEX	#EA7149
	RGB	234 113 73
	CMYK	4 69 77 0
	PANTONE	2024 c
	PANTONE	165 u
	HEX	#D7D1CB
	RGB	214 209 202
	CMYK	15 14 17 0
	PANTONE	Warm Gray 1C
	PANTONE	Warm Gray 1C

Pairing Colors



Note: Warm Gray can be included in all pairings

System Typography

Akkurat Pro Bold — Headline

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv

Sentinel Medium — Sub Headline

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv

Akkurat Pro Regular — Body Copy

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv

Brand Elements



Free Space & Minimum Size



Symbol Minimum Size
.635cm x .635cm — (40 x 40px)

Wordmark (Stacked or Inline) Minimum Size
.635cm x 2.3cm — (17 x 65px)



Lockup (Stacked or Inline) Minimum Size
.5cm x 1.86cm — (16x 60px)