

# BRANDING GUIDELINES

PRIMARY LOGO



REVERSE LOGO



GRAYSCALE LOGO



SOCIAL ICON



FULL ICON (LETTERHEAD)

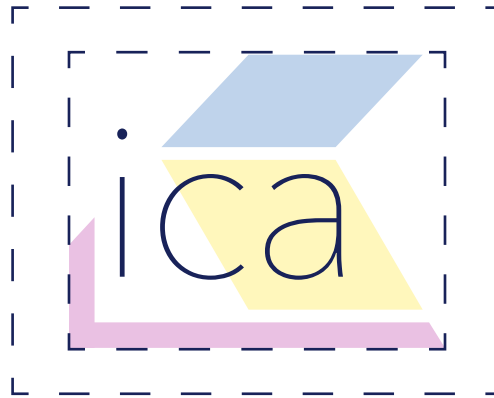


# LOGO USAGE



## SIZE:

Size should not be scaled past half an inch for the sake of readability.

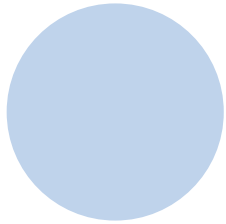


## SPACING:

There should be empty space padding the logo by 130% of original size.

# COLOR AND TYPE GUIDELINES

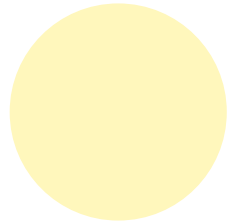
## PRIMARY COLORS



PMS 290C  
Hex #BFD3EB

C 23  
M 10  
Y 1  
K 0

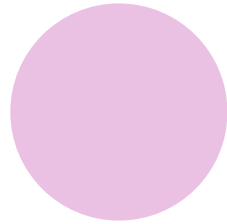
R 191  
G 211  
B 235



PMS 600C  
Hex #FFF7BC

C 1  
M 0  
Y 32  
K 0

R 255  
G 247  
B 188

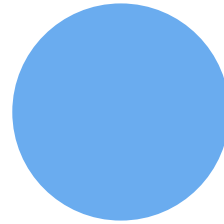


PMS 243C  
Hex #EAC1E3

C 6  
M 27  
Y 0  
K 0

R 234  
G 193  
B 227

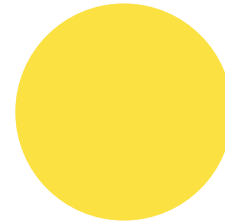
## REVERSE COLORS



PMS 297C  
Hex #6AACEF

C 54  
M 22  
Y 0  
K 0

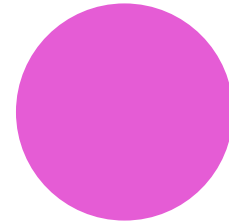
R 106  
G 172  
B 239



PMS 107C  
Hex #FCE142

C 3  
M 7  
Y 85  
K 0

R 252  
G 225  
B 66

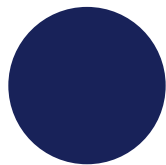


PMS 252C  
Hex #E55CD5

C 22  
M 72  
Y 0  
K 0

R 229  
G 92  
B 213V

## PRIMARY TEXT



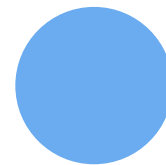
PMS 281C  
Hex #182259

C 100  
M 96  
Y 34  
K 29

R 24  
G 34  
B 89

Avenir Next  
Ultra Light

## REVERSE TEXT



PMS 297C  
Hex #6AACEF

C 54  
M 22  
Y 0  
K 0

R 106  
G 172  
B 239

Avenir Next  
Ultra Light