

#### COLOR PALETTE

#da999c

**R:** 218 **G:** 153 **B:** 156

**C:** 13 **M:** 45 **Y:** 28 **K:** 0

#8e787c

**R:** 142 **G:** 120 **B:** 124

**C:** 45 **M:** 51 **Y:** 42 **K:** 8

#cfaeaf

**R:** 207 **G:** 174 **B:** 175

**C:** 18 **M:** 32 **Y:** 24 **K:** 0

#584b57

**R:** 88 **G:** 75 **B:** 87

**C:** 63 **M:** 66 **Y:** 48 **K:** 31

#bd9a7a

**R:** 189 **G:** 154 **B:** 122

C: 27 M: 38 Y: 55 K: 1

#f8d8a5

**R:** 248 **G:** 216 **B:** 165

**C:** 2 **M:** 15 **Y:** 38 **K:** 0

#999999

**R:** 153 **G:** 153 **B:** 153

C: 43 M: 35 Y: 35 K: 1

#333333

**R:** 51 **G:** 51 **B:** 51

C: 69 M: 63 Y: 62 K: 58

#ccccc

**R:** 204 **G:** 204 **B:** 204

**C**: 19 **M**: 15 **Y**: 16 **K**: 0

#### TYPOGRAPHY

# HEADING 1

Montserrat Light, 84px Line Height: 92px Tracking: 0.05em All Caps

## HEADING 2

Montserrat Regular, 45px Line Height: 58px Tracking: 0.05em All Caps

### **HEADING 3**

Montserrat Regular, 33px Line Height: 46px Tracking: 0.1em All Caps

**Body Text** 

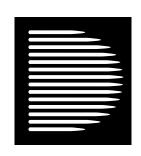
Montserrat Regular, 18px Line Height: 31px

Caption

Montserrat Italic, 12px Line Height: 12px

#### LOGO USE GUIDELINES







Logo or Logomark in 100% black / registration

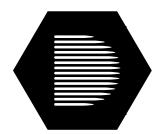
Acceptable Variants

- Logo or Logomark in 75% black / gray
- White logomark within black circle or rectangle background (as pictured)



 Logo or Logomark scaled within original width/ height proportions









#### Unacceptable Variants



- Logo or logomark with any other foreground or background color, gradient, or texture
  - Logomark within any other shape
  - Logo or logomark scaled as to distort original width/height proportions



- Adding, moving, or deleting individual elements from logo or logomark
- Unapproved logo lockups not contained herein