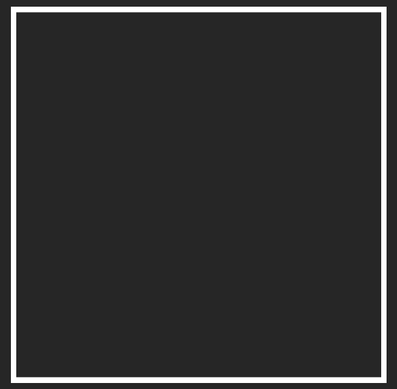
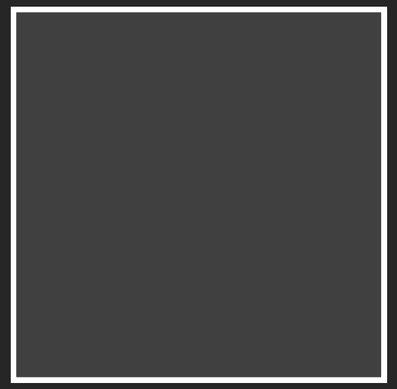
Visual Identity & Design

Color Palette (Neutral Colors)



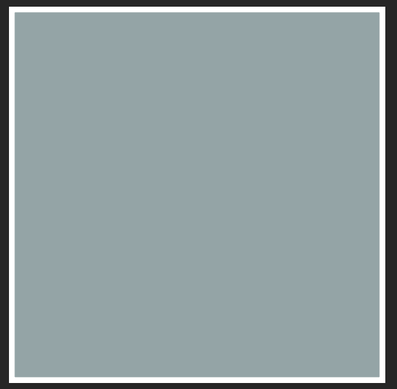
#262626

Red: 38
Green: 38
Blue: 38



#404040

Red: 64
Green: 64
Blue: 64

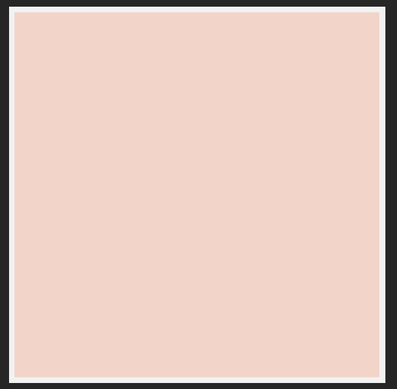


#94A4A6

Red: 148
Green: 164
Blue: 166

#F2F2F2

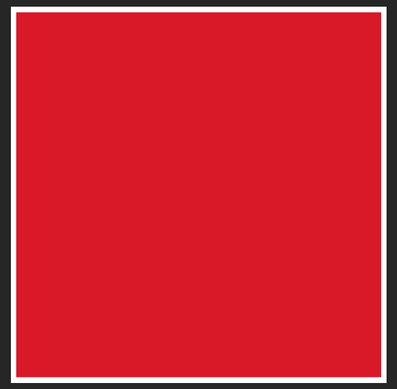
Red: 242
Green: 242
Blue: 242



#F2D4C9

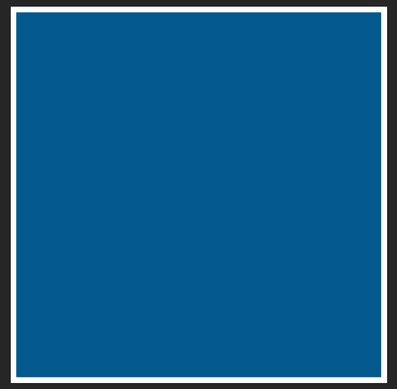
Red: 242
Green: 212
Blue: 201

Color Palette



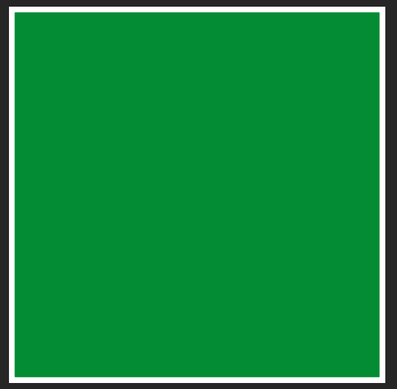
#D91828

Red: 217
Green: 24
Blue: 40



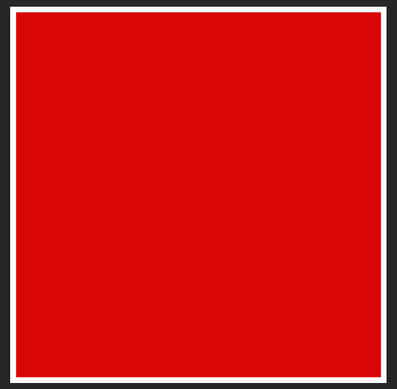
#03588C

Red: 3
Green: 88
Blue: 140



#038C33

Red: 3
Green: 140
Blue: 51



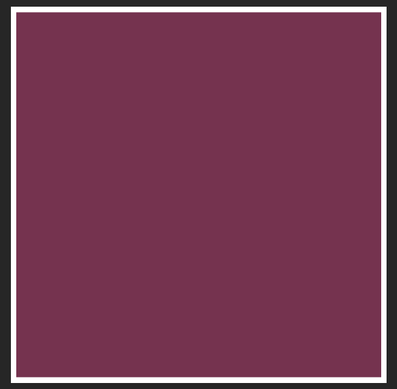
#D90404

Red: 217
Green: 4
Blue: 4

#F2F0E4

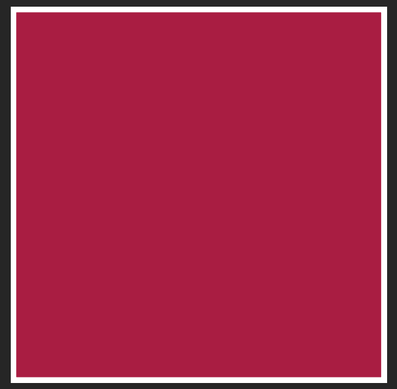
Red: 242
Green: 240
Blue: 228

Alternative Color Palette



#75334F

Red: 117
Green: 51
Blue: 79

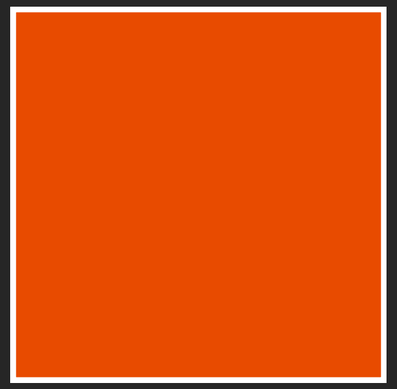


#A91D42

Red: 169
Green: 29
Blue: 66

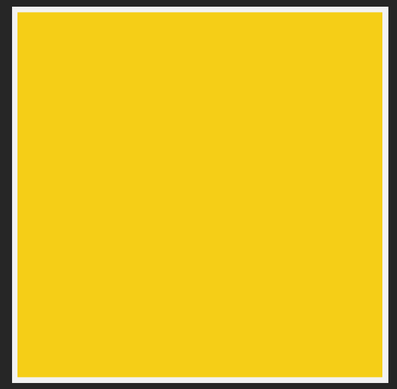
#DD281D

Red: 221
Green: 40
Blue: 29



#E84B00

Red: 232
Green: 75
Blue: 0



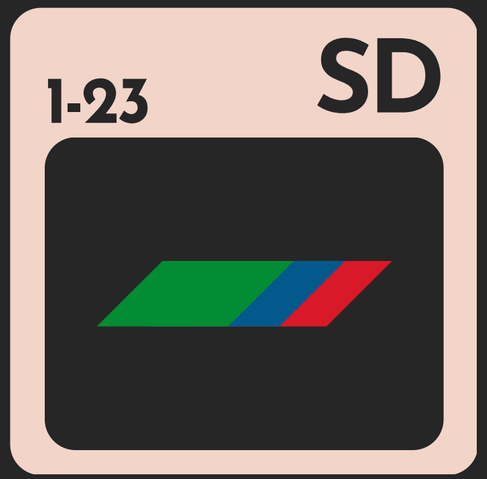
#F5CE17

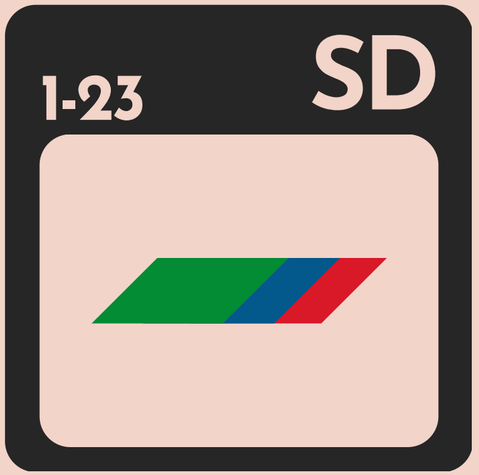
Red: 245
Green: 206
Blue: 23

Logo

Alternative Logo

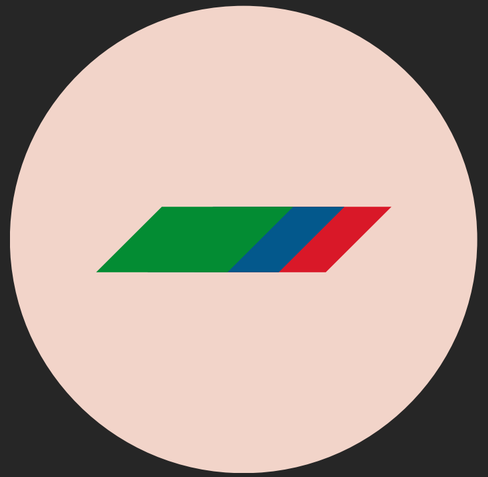
Icon





Alternative icon

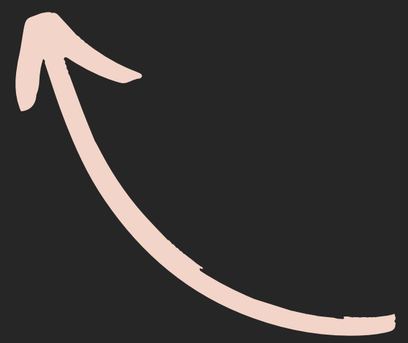
Simple icon



Alternative simple icon

Logo font type:

ABCDEFGHIJKLMN
OPQRSTUVXWYZ



Josefin Sans Bold

(Never use lower case)