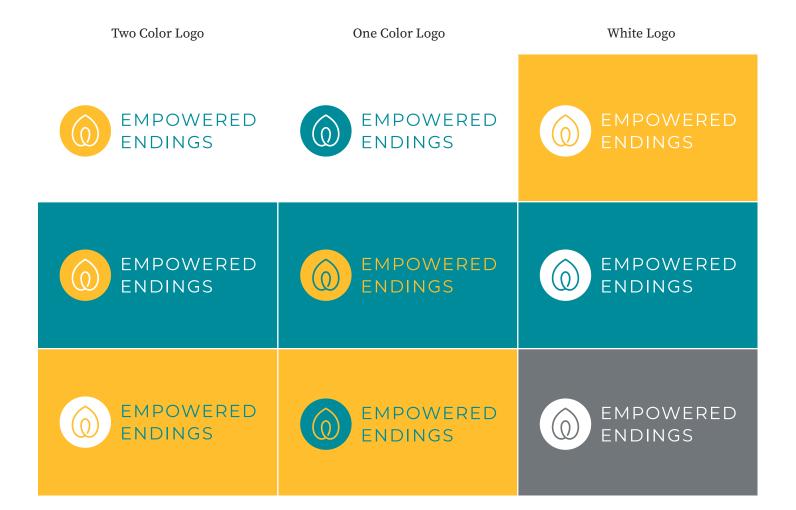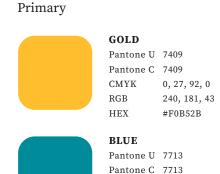## LOGO VERSIONS

Horizontal

Vertical

Icon

LOGO COLOR USAGE

Below are examples of how to apply the logo in the brand colors. While only the Horizontal Logo is used to illustrate color usage below, the same color usage applies to all versions of the logo. If using the logo on a non-branded background color, use either the one color logo in white or gray, depending on which provides best legibility.

Two Color Logo

One Color Logo

White Logo

COLOR

Primary

GOLD
Pantone U	7409
Pantone C	7409
CMYK	0, 27, 92, 0
RGB	240, 181, 43
HEX	#F0B52B

BLUE
Pantone U	7713
Pantone C	7713
CMYK	100, 0, 29, 24
RGB	0, 125, 143
HEX	#007D8F

Secondary

GRAY
Pantone U	424
Pantone C	424
CMYK	52, 41, 38, 20
RGB	112, 115, 121
HEX	#707379

RED
Pantone U	484
Pantone C	484
CMYK	1, 90, 92, 33
RGB	155, 52, 38
HEX	#9B3426

GREEN
Pantone U	2255
Pantone C	2255
CMYK	45, 0, 51, 0
RGB	136, 212, 158
HEX	#88D49E

TYPOGRAPHY

The Source Serif Pro typeface has several fonts available in various weights. This allows the typeface to be used for all copy needs, everything from bold headlines to body copy. If Source Serif Pro is not available for use, Georgia is an acceptable substitute font.

Source Serif Pro Light

Source Serif Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Source Serif Pro Light

Source Serif Pro Regular

Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Source Serif Pro Regular Italic

Source Serif Pro SemiBold

Source Serif Pro SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Source Serif Pro SemiBold Italic

Source Serif Pro Bold

Source Serif Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Source Serif Pro Bold Italic

Source Serif Pro Black

Source Serif Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Source Serif Pro Black Italic