



Typography

Primary

Arizona Flare Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890&?!@

Secondary

Helveesti

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890&?!@

Typography *Web Alternatives*

Primary **Web**

Maitree Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890&?!@

Secondary **Web**

Helvetica Neue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890&?!@

Colors

Primary		Pastels				Velvets		
Orange #ED732E CMYK: 0/70/100/0	Ivory #F8F2E9 CMYK: 2/3/7/0	Charcoal #170B01 CMYK: 63/68/72/83	Sand #D7D1BD CMYK: 14/13/26/0	Peach #F6CA9E CMYK: 0/24/41/0	Lemon #FDF18B CMYK: 1/1/64/0	Burgundy #A43D38 CMYK: 20/93/85/10	Redwood #BF6B45 CMYK: 15/71/79/3	Gold #C29832 CMYK: 0/26/100/15
			Mint #ABE69E CMYK: 38/0/55/0	Blush #ECBDFB CMYK: 10/35/0/0	Sky #ACE5FD CMYK: 37/0/0/0	Forest #366445 CMYK: 85/36/84/28	Ruby #B62D8B CMYK: 11/100/0/0	Sapphire #3862BD CMYK: 84/63/0/0