



BRANDING GUIDELINES

LOGO & ICON



Logo



Icon

FONTS

Headline: **EXPANSIVA BOLD**

Title: **HELVETICA NEUE MEDIUM CONDENSED**

Subtitle: **HELVETICA NEUE LIGHT CONDENSED**

Copy: Helvetica Neue Light Condensed

COLORS

Primary Palette:



RGB: 251 228 68
CMYK: 3 5 85 0
Pantone: 106C
Hexcode: fce444



RGB: 232 196 30
CMYK: 11 19 100 0
Pantone: 129C
Hexcode: e8c41e



RGB: 109 113 99
CMYK: 57 45 59 18
Pantone: 417C
Hexcode: 6d7163



RGB: 35 34 34
CMYK: 71 66 65 72
Pantone: NEUTRAL BLACK C
Hexcode: 232222

Secondary Palette:



RGB: 242 116 35
CMYK: 0 68 98 0
Pantone: 158C
Hexcode: f27423



RGB: 224 45 73
CMYK: 6 96 70 1
Pantone: 710C
Hexcode: e02d49



RGB: 159 50 146
CMYK: 42 95 1 0
Pantone: 513C
Hexcode: 9f3292



RGB: 106 97 170
CMYK: 67 69 1 0
Pantone: 7669C
Hexcode: 6a61aa



RGB: 162 173 203
CMYK: 37 27 7 0
Pantone: 7681C
Hexcode: a2adcd



RGB: 164 205 237
CMYK: 33 9 0 0
Pantone: 291C
Hexcode: a4cded



RGB: 135 202 190
CMYK: 47 2 29 0
Pantone: 564C
Hexcode: 87cabe



RGB: 158 189 60
CMYK: 44 9 99 0
Pantone: 367C
Hexcode: 9ebd3c