



Brand Guidelines

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Logo application



Fonts

Lato Bold

Lato Regular

Heading 1

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Color Palette

Primary



Key Lime - PMS 367C
RGB: 166 206 56
CMYK: 37 0 77 0
HEX: A6CE39



Wedgewood - PMS 7699C
RGB: 72 83 133
CMYK: 79 39 19 26
HEX: 486385



Navy - PMS 2766C
RGB: 28 45 89
CMYK: 100 87 0 58
HEX: 1C2D59

Neutrals



PMS: C GRAY 1 C 60%
CMYK: 4 2 4 8 60%
RGB: 230 231 232
HEX: E6E7E8



PMS: C GRAY 5 C
CMYK: 13 9 10 27
RGB: 161 163 165
HEX: A1A3A5



PMS: C GRAY 9 C
CMYK: 30 22 17 57
RGB: 109 110 113
HEX: 6D6E71



PMS: C GRAY 10 C
CMYK: 40 30 20 66
RGB: 88 90 92
HEX: 585A5C



PMS: C GRAY 11 C
CMYK: 44 34 22 77
RGB: 80 82 84
HEX: 505254

Logo Variations



