



# Brand Standards

## COLORS



PANTONE BLACK 6U\*  
 PANTONE Cool Gray 11C  
 HEX 3F4246  
 C 70  
 M 60  
 Y 56  
 K 45  
 R 63  
 G 66  
 B 70



PANTONE 382U  
 PANTONE 376C  
 HEX 97C222  
 C 46  
 M 4  
 Y 100  
 K 0  
 R 151  
 G 194  
 B 34



PANTONE 312U  
 PANTONE 312C  
 HEX 00ADD3  
 C 73  
 M 11  
 Y 11  
 K 0  
 R 0  
 G 173  
 B 211



PANTONE 2405U  
 PANTONE 246C  
 HEX BF569B  
 C 24  
 M 80  
 Y 4  
 K 0  
 R 191  
 G 86  
 B 155



PANTONE 144U  
 PANTONE 151C  
 HEX F98B3C  
 C 0  
 M 55  
 Y 85  
 K 0  
 R 249  
 G 139  
 B 60

## LOGOS



Main Logo



Gradient Logo

## TYPEFACES

### Primary Typeface

Brandon Text

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Typeface Weights and Styles

Regular  
*Italic*  
 Medium  
 Bold

### Alternate Typeface

Josefin Sans

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Typeface Weights and Styles

Regular  
*Italic*  
 Medium  
 Bold