



1 Color



Black & White



PRIMARY COLORS



pms: 3155 C
cmyk: 185, 35,31, 3
rgb: 1, 131, 156
web# 01839C



pms: Black 6 C
cmyk: 0,0,0,100
rgb: 35,31,32
web# 231F20

SECONDARY COLORS



cmyk: 0, 84, 100, 0
rgb: 255, 77, 0
web# FF4D00



cmyk: 49, 83, 74, 73
rgb: 64,0,0
web# DDE03A



cmyk: 68, 60, 58, 44
rgb: 66, 67, 68
web# 424344



cmyk: 619, 37, 100, 1
rgb: 209, 159, 42
web# D19F2A

Font Guide

Open Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789

ITC Lubalin Graph DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789

Brand Notes:

To maintain consistency in artwork:

Open Sans SemiBold should be used as a header or to highlight copy.

ITC Lubalin Graph Demi should be used for subheaders or to highlight copy.

Open Sans Light should be used for body copy.

Additional typefaces within the font families may be used.