

LOGO

Color



Monochrome



Minimum size

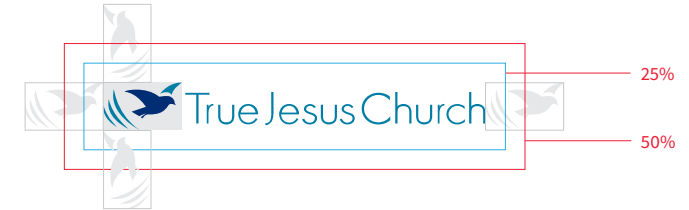
Print



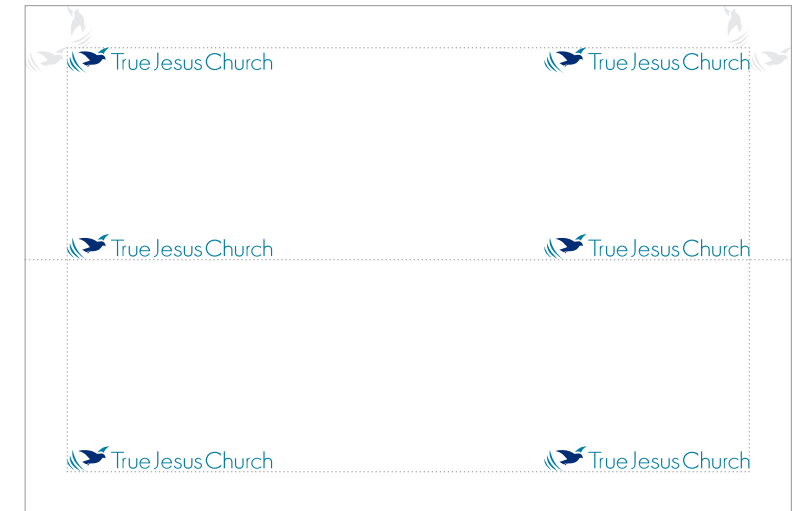
Digital



Clear space surrounding the logo



Placement—the preferred logo placement is in any corner position, or center aligned at the right or left.



TYPOGRAPHY

PRIMARY SANS SERIF (For general communications and design)

Source Sans Pro

Light & Italic

AaBbCc123

AaBbCc123

Regular & Italic

AaBbCc123

AaBbCc123

Bold & Italic

AaBbCc123

AaBbCc123

PRIMARY SERIF (For general communications and design)

Crimson Text

Regular & Italic

AaBbCc 123

AaBbCc 123

Semibold & Italic

AaBbCc 123

AaBbCc 123

Bold & Italic

AaBbCc 123

AaBbCc 123

SECONDARY SERIF (For titling and headlines)

Playfair Display

Regular & Italic

AaBbCc 123

AaBbCc 123

Bold & Italic

AaBbCc 123

AaBbCc 123

Black & Italic

AaBbCc 123

AaBbCc 1234

Small Caps (sc)

SC Regular

AABBCc 123

SC Bold

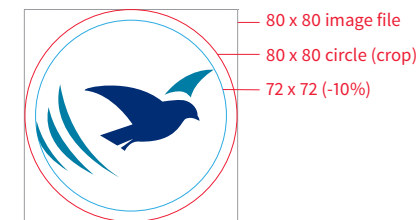
AABBCc 123

SC Regular

AaBbCc 123

ICON

Clear space surrounding the logo (dpi)



THEME COLOR

Pantone 314 C

HEX # 007da4

RGB
0/125/164

CMYK
87/41/22/1

Pantone 288 C

HEX # 23356f

RGB
35/53/111

CMYK
100/91/27/15