



## LOGO USE AND BRANDING GUIDELINE

### LOGO VERSION



COLOR LOGO 1  
Only use light/white background



COLOR LOGO 2  
Only use on dark/black background



BLACK LOGO  
Only use light/white background



WHITE LOGO  
Only use on dark/black background

### CLEAR SPACE



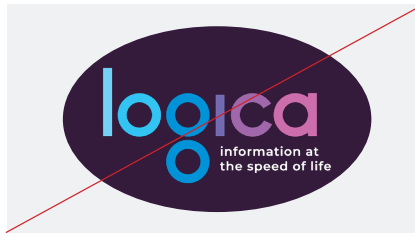
### MINIMUM SIZE



## DO NOTs



Do not distort.



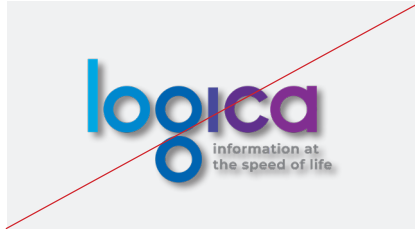
Do not place logo in containing shape.



Do not change color.



Do not use logo over backgrounds that do not provide enough contrast for visibility.



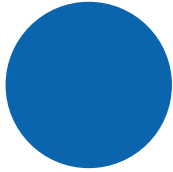
Do not use a drop shadow.



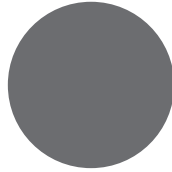
Do not add other image to the logo.

## BRAND COLOR

### PRIMARY

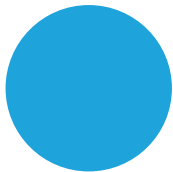


PANTONE 3015 C  
RGB 0 100 177  
CMYK 92 62 0 0  
HEX #0064B1

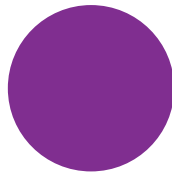


PANTONE 7545 C  
RGB 109 110 113  
CMYK 0 0 0 70  
HEX #6D6E71

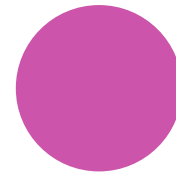
### SECONDARY



PANTONE 299 C  
RGB 21 164 222  
CMYK 73 19 0 0  
HEX #15A4DE



PANTONE 2602 C  
RGB 130 47 146  
CMYK 60 97 0 0  
HEX #822F92



PANTONE 246 C  
RGB 204 85 171  
CMYK 20 80 0 0  
HEX #CC55AB

## BRAND TYPEFACE

### PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Black