Brand Guidelines

White Space
Use the width of the “o” in the wordmark as a measuring tool for the minimum amount of required white space.

Variations
When the full color version cannot be used, the following are also acceptable.

Colors
Use these formulas to ensure faithful color reproduction.

Primary
C:45 M:0 Y:100 K:0
RGB 154 202 60
HEX: #9aca3c
Pantone 376C
C:0 M:0 Y:0 K:0
RGB 255 255 255
HEX: #FFFFFF

Secondary
C:89 M:64 Y:43 K:27
RGB 40 76 97
HEX: 284c61
C:0 M:0 Y:0 K:50
RGB 0 0 0
HEX: 000000
C:70 M:63 Y:62 K:58
RGB 161 125 196
HEX: 939598

Typography
Helvetica Neue - Bold should only be used for headlines

Helvetica Neue - Regular should only be used for paragraphs and a lot of text.

What not to do
Change the colors in ways not specified on this sheet.
Rotate the identity.
Place logo onto a background that does not provide enough contrast.

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