



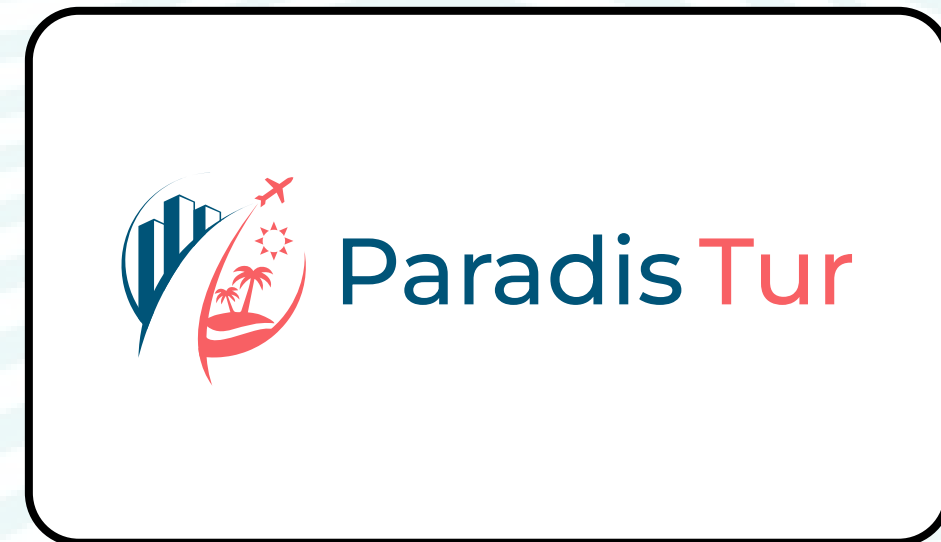
Brand Identity Style Guides



LOGO MARK



PRIMARY LOGO MARK



The logo should always be surrounded by a minimum amount of space. A margin of clear space equivalent to the element found in the logo (see reference image on the right) is drawn around the logo to create the invisible boundary of the area of isolation.

The logo cannot be less than 150px in width to ensure clarity.

Primary Logo



Minimum Size:



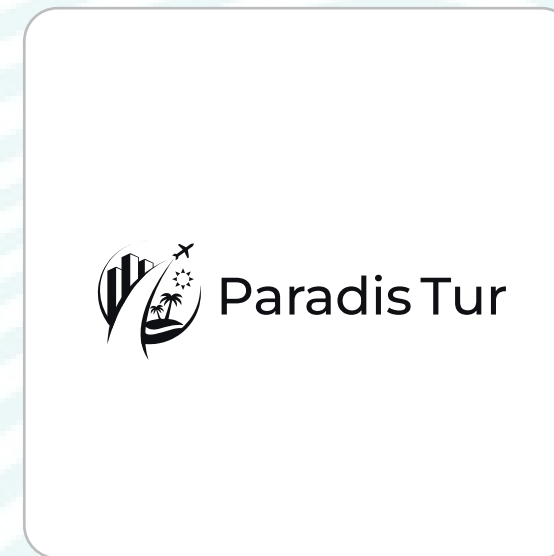
150 px



Original



White



Black

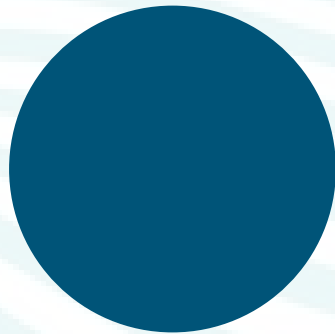


Dark Background

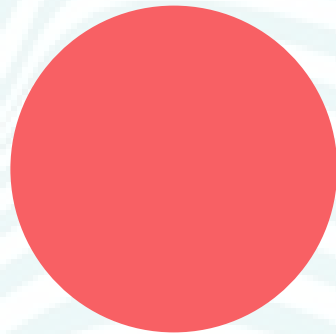


Light Background

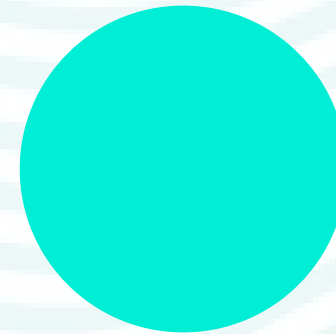
COLOR SPECIFICATIONS



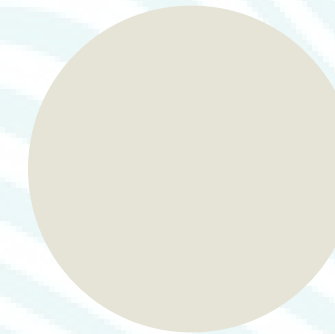
CMYK 97% / 65% / 33% / 15%
RGB 00 / 84 / 120
HEX 005478



CMYK 97% / 78% / 53% / 0%
RGB 248 / 96 / 100
HEX f86064



CMYK 58% / 0% / 29% / 0%
RGB 00 / 238 / 214
HEX 00eed6



CMYK 9% / 7% / 14% / 0%
RGB 230 / 228 / 215
HEX e6e4d7

Incorrect use of our logo compromises its integrity and effectiveness. The examples of logo misuses on the right are not comprehensive; they are only a small sample of possible misuses of the logo.



Don't remove and change elements from the logo



Don't tilt, skew, rotate or distort



Don't alter the colors



Don't stretch

Montserrat

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^*()_+="':?><

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^*()_+="':?><

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^*()_+="':?><

