



BRAND BOARD



EXPECT + STRIVE + PREVAIL

SECONDARY



SECONDARY

Think like an owner
Work like an owner
Live like an owner

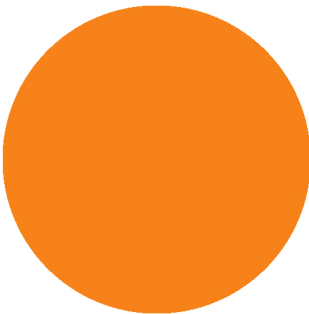
FONTS

PRIMARY

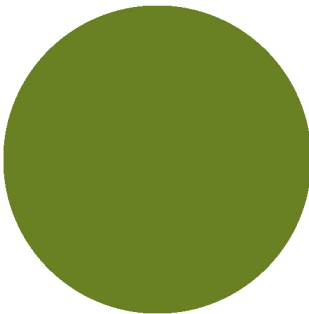
AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0
TRAJAN PRO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
Gotham Book

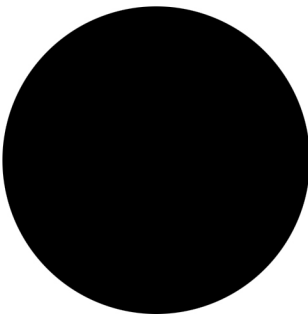
COLORS



#F78219



#698023



#000000

MOOD BOARD

