



COLOR PALETTE

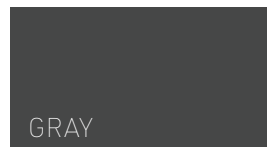
Color has been used as a tool for evocative and impactful storytelling for centuries. The color palette of MWR evokes trust, excellence, and midwest values. The color usage and applications are designed and presented to serve as a reflection of the reliable and confident qualities of MWR.

Our color palette standards are divided into 2 categories: primary and secondary palettes.

PRIMARY



CMYK: 78, 35, 10, 0
RGB: 48, 138, 138
HEX: #308ABC



CMYK: 66, 59, 58, 41
RGB: 71, 71, 72
HEX: #474748



CMYK: 18, 100, 100, 8
RGB: 190, 33, 38
HEX: #BE2126

SECONDARY



CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
HEX: #000000



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



TYPOGRAPHY

URW DIN Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()+[]{};:.,?/'"<>

URW DIN Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()+[]{};:.,?/'"<>

URW DIN Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()+[]{};:.,?/'"<>

URW DIN Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()+[]{};:.,?/'"<>