



Brand Guidelines

Primary Colors

ABS Red

CMYK: 11/100/100/3
RGB: 209/0/0
HEX: #D10000

ABS Teal

CMYK: 83/38/51/14
RGB: 41/115/115
HEX: #297373

Secondary Colors

ABS Pink

CMYK: 0/78/62/0
RGB: 255/95/87
HEX: #FF5F57

ABS Gold

CMYK: 0/38/89/0
RGB: 250/170/55
HEX: #FAAA37

ABS Yellow

CMYK: 2/2/75/0
RGB: 255/236/96
HEX: #FFEC60

ABS Light Teal

CMYK: 72/12/36/0
RGB: 61/171/171
HEX: #3DABAB

ABS Dark Grey

CMYK: 87/58/63/57
RGB: 19/54/54
HEX: #133636

ABS Mist

CMYK: 16/0/7/0
RGB: 211/235/235
HEX: #D3EBEB

Typography

HEADER

Oxygen Regular

SUBHEADER

Oxygen Bold

BODY

Open Sans Regular

ACCENT

Open Sans Italic

EXAMPLE

Lorem Ipsum Dolor Sit

Sed Malesuada Massa Interdum Lorem

Praesent non convallis massa, non facilisis augue.
Pellentesque accumsan dolor non facilisis lobortis.
Duis nec orci arcu. Nulla nisl felis, dapibus sed nibh
ut, mattis sodales justo. Maecenas volutpat, velit.

*"Fusce tempus dolor nec purus
com modo tempus lacinia."*