



Branding Guidelines

OUR LOGO



COLOR

Primary color code



MAROON
CMYK 26, 100, 56, 13
RGB 168, 29, 77
HEX #e4c546
PANTONE 7426C
#800000



DARK GREY
CMYK 70, 67, 64, 74
RGB 35, 31, 32
HEX #231f20
PANTONE Neutral Black C

Secondary color code



DARK BLUE
CMYK 95, 90, 47, 62
RGB 10, 14, 49
HEX #0a0e31
PANTONE 276C



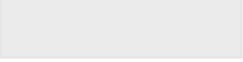
YELLOW
CMYK 1, 16, 99, 0
RGB 255, 210, 0
HEX #ffd200
PANTONE 116C



RED
CMYK 19, 100, 90, 9
RGB 186, 27, 45
HEX #ba1b2d



TEAL
CMYK 83, 50, 8, 0
RGB 45, 117, 175
HEX #2d75af
PANTONE 647C

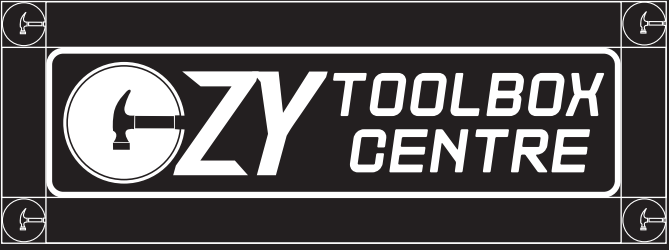


GREY
CMYK 7, 5, 5, 0
RGB 235, 235, 235
HEX #ebebeb
PANTONE 663C

COLOR USAGE



CLEAR SPACE



TYPEFACE

RUBIK
Use for main titles

PERMANENT MARKER

BOLD
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

OPEN SANS
Use for sub headings and body copy.

OPEN SANS

REGULAR
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

SEMIBOLD
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

BOLD
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

ICONOGRAPHY

