



Branding Guide

Logos.

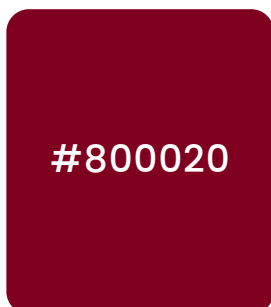
These logos cannot be separated, rearranged, re-proportioned or altered in any way.

- A. Primary
- B. White (Black Box only for display purposes)
- C. Loyalty Program

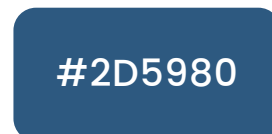
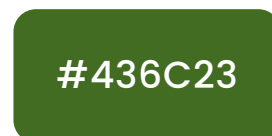


Color Palette.

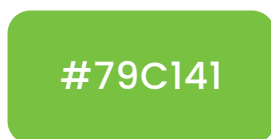
Primary Colors



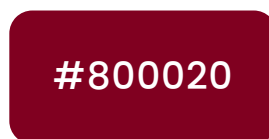
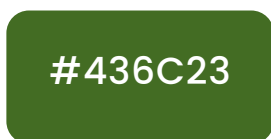
Secondary Colors



Example of Approved Gradient Range (Not allowed on Logo)



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Typography.

Header Font
Lato

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
1 2 3 4 5 6 7 8 9 0

Header/body Font
Poppins

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
1 2 3 4 5 6 7 8 9 0