

# Brand Style Guide





## COLOR PALETTE



#B10D18  
CORNELL  
RED

#243F52  
CHARCOAL

#033F63  
INDIGO  
BLUE

Primary Colors

#FFB870  
FAWN

#43779D  
UCLA BLUE

#FFFAE3  
CORNSILK

Secondary Colors

## TYPOGRAPHY

**Aa**

Helvetica  
Bold

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  
1234567890

**Aa**

Helvetica  
Roman

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  
1234567890

# HEADER

## SUBHEADER

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CALL TO ACTION >

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## INSPIRATION

