

# BRANDING GUIDE



**TECHNICAL**  
**ELEMENTS**

## FONT

(FOR DOCUMENT HEADINGS)

**GOTHAM BOLD- ABCDEFGHIJKLMNOPQRSTUVWXYZ**

(FOR DOCUMENT BODY)

Gotham Book- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## COLORS



**#BED73B**

**C: 30% M:0% Y: 95% K:0%**  
**2297 C**



**#515251**

**C: 65% M:57% Y: 56% K:34%**  
**446 C**