

Style Guide



Logo Color Palette



Purple

Pantone 2622
CMYK 63-C. 92-M. 32-Y. 18-K.
RGB 105-R. 48-G. 101-B.
HEX #693065



Teal

Pantone 639
CMYK 100-C. 21-M. 10-Y. 0-K.
RGB 0-R. 148-G. 200-B.
HEX #0094c8

Logo Typography

Avenir

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
123456789

HarabaraHand Italic

abcdefghijklmnopqrstuvwxyz
qrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
123456789

Additional Web Colors



Orange

RGB 240-R. 79-G. 35-B.
HEX #f04f23



Fuschia

RGB 169-R. 38-G. 89-B.
HEX #a92659

Website Typography

Varela

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
123456789

Bilbo Swash Caps

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
123456789