2017 Branding Guide

**Vertical Logo Horizontal Logo**

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**Main Font:**

Gotham Light

**Alternative Serif/Stylized Font:**

Chaparral Pro

**Chaparral Pro Bold**

Chaparral Pro Light Italic  
  
**Logo Colors:**

Green - CMYK: 72,13,44,0 | RGB: 64,168,157 | HEX: 40A89D | PMS: Pantone 2401 C

Dark Grey - CMYK: 61,52,50,21 | RGB: 99,100,102 | HEX: 636466 | PMS: Pantone Cool Gray 10 C

Light Grey - CMYK: 32,25,26,0 | RGB: 177,177,177 | HEX: B1B1B1 | PMS: Pantone Cool Gray 5 C

Red (Accent) - CMYK: 4,91,84,0 | RGB: 230,62,57 | HEX: E63E39 | PMS: Pantone 2034 C