



## SUPPLEMENTARY BRAND STANDARDS GUIDE

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This brand was developed by North Star Marketing.

Please contact us if you have any questions about this supplementary brand standards guide, or if you need a replacement logo files disc.

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# Fonts

Your logo uses the following font:



Primary Logo Font

WEISS REGULAR

Font is available for purchase at [www.myfonts.com](http://www.myfonts.com)

Primary Headline Font

Font is available at [www.google.com/fonts](http://www.google.com/fonts)

Lora Regular

Lora Regular

Lora Bold

Lora Bold

Body Font Options

Font is available at [www.google.com/fonts](http://www.google.com/fonts)

Source Sans Family

EXAMPLE TEXT:







**Lorem ipsum dolor sit amet, consectetur adipiscing elit.** Mauris in augue sollicitudin, iaculis felis at, mattis leo. Nunc tincidunt consectetur velit, vel varius velit sodales nec. In vestibulum nisl eu condimentum ultricies. *Mauris* in tincidunt magna. **Vivamus** egestas pulvinar cursus. Nulla egestas tristique ipsum id ornare.

# Colors






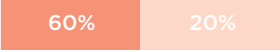
The following primary and complementary brand colors should be used consistently across all applications.



## Primary Brand Colors

PANTONE 7546 CP	PANTONE 7752 CP
	
	
	
<b>PRINT</b> C = 73 M = 45 Y = 24 K = 66	<b>PRINT</b> C = 2 M = 13 Y = 88 K = 14
<b>WEB</b> R = 30 G = 56 B = 75	<b>WEB</b> R = 219 G = 188 B = 51
<b>HTML</b> 1e384b	<b>HTML</b> dbbc33

## Complementary Brand Colors

PANTONE 7735 CP	PANTONE 179 CP
	
	
	
<b>PRINT</b> C = 59 M = 0 Y = 69 K = 75	<b>PRINT</b> C = 0 M = 87 Y = 85 K = 0
<b>WEB</b> R = 27 G = 77 B = 45	<b>WEB</b> R = 240 G = 73 B = 55
<b>HTML</b> 1b4d2d	<b>HTML</b> f04937

# Logos

The following brand styles should be used consistently across all applications.

## Primary Logo



Blue with gold accents is the standard and proper use of the brand.  
All other variations should use a single, solid color.

## Secondary Solid Logo



**DO NOT** use blue with green



**DO NOT** use yellow with pink



**DO NOT** use pink with green