



Brand Standards



Primary Logo



Alternative Logo



Approved Colors



Navy Blue

HEX #000c45

RGB 0 12 69

HSV 230 100 27

CMYK 100 83 0 73



Turquoise

HEX #10b398

RGB 16 179 152

HSV 170 91 70

CMYK 91 0 15 30



Sky Blue

HEX #38a4cf

RGB 56 164 207

HSV 197 73 81

CMYK 73 21 0 19

Approved Accent Colors



Lime Green

HEX #9ec20f

RGB 158 194 15

HSV 72 92 76

CMYK 19 0 92 24



Orange

HEX #ed7e00

RGB 237 126 0

HSV 32 100 93

CMYK 0 47 100 7



Yellow

HEX #deb200

RGB 222 178 0

HSV 48 100 87

CMYK 0 20 100 13

Approved Fonts

Sparpeye Type

Argumentum Black

Helvetica Neue

Fonts Used in Canva

Lato Heavy

Lemon Tuesday