

MAIN LOGO

This is our primary logo and should be used in most situations.



LOGO VARIATIONS

These logo variations should only be used when the primary logo is not sufficient. Each logo variation is available in black and white as well as other brand color combinations.

VERTICAL



ALTERNATE #1



ALTERNATE #2



BADGE #1



BADGE #2



TYPOGRAPHY

HEADLINE FONT

Our headline font should be used in all situations for headlines, quotes, and any other short-form copy that requires special attention.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gilroy Extrabold

SUBHEAD FONT

Our subhead font should be used in all situations that require short copy callouts and should never take prominence over our headline font.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gilroy Extrabold

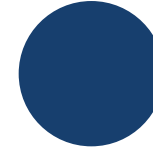
BODY COPY FONT

Our body copy font should be utilized for all long-copy instances, as well as situations where short copy doesn't want to draw attention (ex: legal).

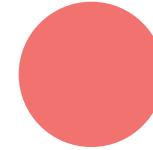
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gotham Book

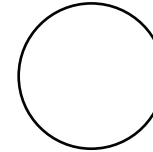
COLORS



CMYK (Print): 82%, 55%, 0%, 50%
PMS (Spot Color): Pantone 7687 C
RGB (Digital): 25, 63, 110
Hex (Web): #193F6E



CMYK (Print): 0%, 69%, 49%, 0%
PMS (Spot Color): Pantone 170 C
RGB (Digital): 242, 114, 112
Hex (Web): #F27270



CMYK (Print): 0%, 0%, 0%, 0%
PMS (Spot Color): ---
RGB (Digital): 255, 255, 255
Hex (Web): #FFFFFF

SECONDARY ELEMENTS

