

Admin By Request

Brand Guide | 2 0 2 4

Clear Space Around Logos



Logo Formats

CHOOSE BEST LOGO TO FIT SPACE RESTRICTIONS



Preferred option



Alternate option 1



Alternate option 2

Logo Color Options

FOR WHITE OR BLACK BACKGROUNDS

 **Admin** By Request

 **Admin** By Request

B&W Logo Options

FOR WHITE OR BLACK BACKGROUNDS

Admin By Request

Admin By Request

Full Palette | On White

<p>Black</p> <p># 0 0 0 0 0 0 R 0 G 0 B 0 C 0 M 0 Y 0 K 100 P M S B L A C K 6 C</p>	<p>Burnt Sienna</p> <p># F 0 7 0 5 7 R 2 4 0 G 1 1 2 B 8 7 C 1 M 7 0 Y 6 7 K 0 P M S 1 7 2 C</p>	<p>Outer Space</p> <p># 2 E 3 6 3 F R 4 7 G 5 4 B 6 3 C 7 8 M 6 6 Y 5 4 K 5 0 P M S 4 1 2 C</p>	<p>White</p> <p># F F F F F F R 2 5 5 G 2 5 5 B 2 5 5 C 0 M 0 Y 0 K 0 P M S W H I T E</p>
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Full Palette | On Black

White	Burnt Sienna	Outer Space	Black
# F F F F F F	# F 0 7 0 5 7	# 2 E 3 6 3 F	# 0 0 0 0 0 0
R 2 5 5 G 2 5 5 B 2 5 5	R 2 4 0 G 1 1 2 B 8 7	R 4 7 G 5 4 B 6 3	R 0 G 0 B 0
C 0 M 0 Y 0 K 0	C 1 M 7 0 Y 6 7 K 0	C 7 8 M 6 6 Y 5 4 K 5 0	C 0 M 0 Y 0 K 1 0 0
P M S W H I T E	P M S 1 7 2 C	P M S 4 1 2 C	P M S B L A C K 6 C

Color Hierarchy

FOR WHITE OR BLACK BACKGROUNDS

Primary:

Black

Secondary:

Burnt Sienna

Accent:

Outer Space

Primary:

White

Secondary:

Burnt Sienna

Accent:

Outer Space

Primary Heading | Barlow Condensed Semi-Bold

A C C E N T | B A R L O W C O N D E N S E D R E G U L A R , C A P S , T R A C K I N G : 4 0 0

Secondary Heading | Raleway Medium

Body Copy | Raleway Regular

Body Copy Variation | Raleway Bold

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Primary Heading | Barlow Condensed Semi-Bold

ACCENT | BARLOW CONDENSED REGULAR, CAPS, TRACKING: 400

Secondary Heading | Raleway Medium

Body Copy | Raleway Regular

Body Copy Variation | Raleway Bold

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Design Style

Modern
Edgy
Tech-Forward
Futuristic **Bold**
High-Contrast
Distinctive