



BRAND GUIDELINES

Version 1 | July 2022

Logo



Main Logo



Alternative Logo/Stamp



Signature

Color Palette

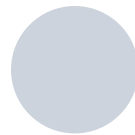
BRAND COLORS:



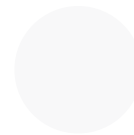
Primary: Vivid Red
Pantone Bright Red C
CMYK: 8 87 91 1
RGB: 232 33 15
Web Hex: #e8210f



Black
Pantone N/A
CMYK: 0 0 0 0
RGB: 0 0 0
Web Hex: #000000



Light Gray
Pantone N/A
CMYK: 18 12 8 1
RGB: 208 209 213
Web Hex: #d0d1d5



Mist Gray
Pantone N/A
CMYK: 2 2 1 0
RGB: 250 248 249
Web Hex: #faf8f9

Color Use



The primary color is “Vivid Red.” It should be used as the dominant color with plenty of open white space.

The color “Black”, and “Light Gray” are accent colors and can be used for backgrounds or to highlight content.

The “Mist Gray” color is great for backgrounds and as an accent color.

Typefaces

Logo Primary Typeface: Crystal Sky

Crystal Sky

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? @ # \$ % ^ & : + { }

Crystal Sky typeface is used in the logo and can be used in all designed materials. It is used for display fonts such as cover pages and headlines.

Secondary Typeface: Adrianna

Adrianna

LIGHT
REGULAR
BOLD

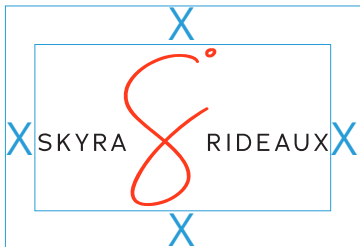
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? @ # \$ % ^ & : + { }

Adrianna may be used for headlines or body text. It has a variety of weights. Use kerning properly when using justification on full paragraphs.

Logo Minimum Size and Spacing



To maintain full legibility, a good guideline is to reproduce the logo icon no smaller than the indicated size for print. There is no maximum size limit, but use discretion when sizing the logo.



Allow the logo room to breathe and maintain an appropriate amount of clear space around the logo. "X" (.25") is used as a measuring tool to help maintain clearance.



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