

Brand Guidelines: Overview

LOGO USAGE

PRIMARY LOGO:



CLEAR SPACE:



ONE COLOR VERSION ON A COLORED OR DARK BACKGROUND:



PRIMARY LOGO ON A DARK BACKGROUND:



ONE COLOR VERSION (BLACK):



DO NOT PLACE LOGO ON BUSY BACKGROUND:



BRAND COLORS

| | | | PANTONE COATED | PANTONE UNCOATED | C | M | Y | K | R | G | B | HEX |
|-----------|--|-------------|----------------|------------------|----|-----|-----|----|-----|-----|-----|---------|
| PRIMARY | | ORANGE | 1495 C | 151 U | 0 | 64 | 100 | 0 | 247 | 122 | 10 | #F77A0B |
| | | BLUE | 299 C | 299 U | 73 | 18 | 0 | 0 | 0 | 164 | 224 | #00A4E0 |
| | | DARK GREY | 446 C | 447 U | 0 | 0 | 0 | 90 | 68 | 68 | 68 | #444444 |
| SECONDARY | | PURPLE | 267 C | 267 U | 67 | 100 | 10 | 2 | 117 | 31 | 132 | #751F84 |
| | | DARK BLUE | 301 C | 301 U | 93 | 67 | 2 | 0 | 18 | 94 | 169 | #125EA9 |
| | | GREEN | 368 C | 368 U | 50 | 0 | 100 | 0 | 141 | 198 | 63 | #8CC640 |
| | | MEDIUM GREY | 535 C | 535 U | 0 | 0 | 0 | 50 | 147 | 149 | 152 | #939597 |
| | | LIGHT GREY | 5315 C | 5315 U | 0 | 0 | 0 | 10 | 230 | 231 | 232 | #E6E7E8 |

TYPEFACE

Argumentum

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$\$%^&*()_+

Thin
Thin Italic

Light
Light Italic

Medium
Medium Italic

Black
Black Italic

Ultra Light
Ultra Light Italic

Regular
Regular Italic

Bold
Bold Italic

Ultra
Ultra Italic

NOTE: Calibri is the official typeface for digital communications such as PowerPoint and Word. Only use Calibri. Argumentum should be used only by the Marketing team for formal materials.