

Branding Guide



PRIMARY LOGO	02
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SUBMARK	04
COLOR PALETTE	05
TYPOGRAPHY	06-07

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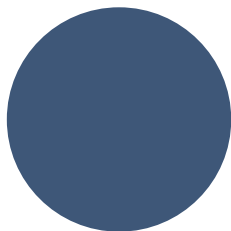






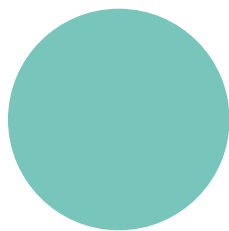
BLUE

C 82 M 65 Y 33 K 15
R 64 G 87 B 120
#405778
PANTONE 653 C



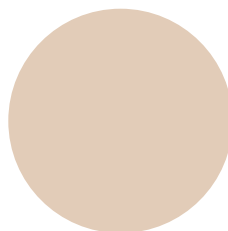
TURQUOISE

C 51 M 2 Y 32 K 0
R 122 G 198 B 186
#7ac6ba
PANTONE 564 C



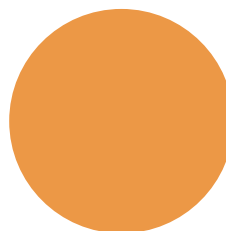
TAN

C 11 M 18 Y 25 K 0
R 226 G 204 B 184
#e2ccb8
PANTONE 4685 C



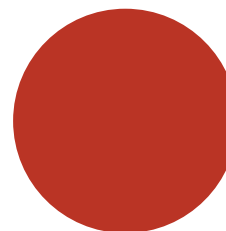
ORANGE

C 5 M 47 Y 82 K 0
R 235 G 151 B 70
#eb9746
PANTONE 1375 C



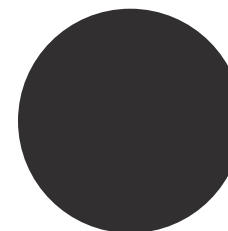
RED

C 19 M 93 Y 100 K 9
R 188 G 52 B 38
#bc3426
PANTONE 7620 C



BLACK

C 0 M 0 Y 0 K 95
R 40 G 40 B 41
#282829
PANTONE Neutral Black C



METROPOLIS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

METROPOLIS EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!

BUILT TITLING LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!

BARLOW CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

Headline 1 _____

TITLE CASE | KERNING: 0

HEADLINE 2 _____

UPPERCASE | KERNING: 0

SUBHEAD 1 _____

UPPERCASE | KERNING: 200

Body _____

SENTENCE CASE | KERNING: 0