

# STYLE GUIDE

## HORIZONTAL FULL LOGO



Use on light background.



Use on dark background.

## VERTICAL FULL LOGO



Use on light background.



Use on dark background.

## WORDMARK



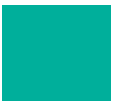
1 Spot Color  
Use on light background.



1 Spot Color  
Use on dark background.

## COLOR PALETTE

### PRIMARY

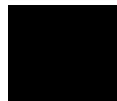


PANTONE  
3275

■ 100  
■ 0  
■ 55  
■ 0

R 0  
G 176  
B 155

# 00B09B



PANTONE  
BLACK

■ 100  
■ 100  
■ 100  
■ 100

R 0  
G 0  
B 0

# 000000

### SECONDARY



PANTONE  
152

■ 0  
■ 66  
■ 100  
■ 0

R 229  
G 114  
B 0

# E57200



PANTONE  
130

■ 0  
■ 32  
■ 100  
■ 0

R 242  
G 169  
B 0

# F2A900



PANTONE  
2145

■ 98  
■ 62  
■ 0  
■ 14

R 0  
G 78  
B 168

# 004EA8

### TERTIARY



PANTONE  
431

■ 67  
■ 52  
■ 44  
■ 17

R 91  
G 103  
B 112

# 5B6770



PANTONE  
186

■ 0  
■ 100  
■ 81  
■ 4

R 227  
G 25  
B 54

# E31936