

BRAND STANDARDS OVERVIEW



abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



DO

LOGO OVERVIEW

DO NOT



LOGO ON WHITE BACKGROUND



DO NOT DISTORT TO FIT



LOGO ON BLACK BACKGROUND



DO NOT CHANGE THE COLOR OF THE LOGO



COLOR PALETTE  
FOR PRINT AND DIGITAL PURPOSES. DO NOT ALTER.

**LIGHT RED**

CMYK: 0, 88, 82, 0  
RGB: 238, 39, 55  
HEX: ee2737  
PMS: 1788 C  
HSB: 354°, 83%, 93%



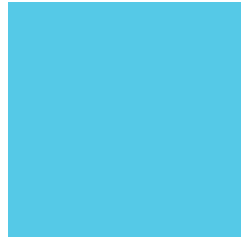
**DARK RED**

CMYK: 2, 100, 85, 6  
RGB: 200, 16, 46  
HEX: C8102E  
PMS: 186 C  
HSB: 350°, 91%, 78%



**LIGHT BLUE**

CMYK: 54, 0, 6, 0  
RGB: 89, 203, 232  
HEX: 59CBE8  
PMS: 305 C  
HSB: 192°, 61%, 90%



**DARK BLUE**

CMYK: 95, 41, 10, 0  
RGB: 0, 118, 168  
HEX: 0076A8  
PMS: 7609 C  
HSB: 197°, 100%, 65%



WINDOW COLOR FOR LIGHT OR WHITE COLORED BACKGROUNDS ONLY.

**LIGHT GREY**

CMYK: 60, 51, 51, 20  
RGB: 102, 103, 102  
HEX: 666766  
PMS: Cool Grey 11 C  
HSB: 120°, 0%, 40%

**DARK GREY**

CMYK: 69, 62, 63, 58  
RGB: 51, 51, 51  
HEX: 333333  
PMS: Process Black  
HSB: 120°, 0%, 20%

WINDOW COLOR FOR DARK OR BLACK COLORED BACKGROUNDS ONLY.

**LIGHT GREY**

CMYK: 0, 0, 0, 20  
RGB: 209, 211, 212  
HEX: D1D3D4  
PMS: Cool Grey 1 C  
HSB: 199°, 1%, 83%

**DARK GREY**

CMYK: 0, 0, 0, 40%  
RGB: 167, 169, 172  
HEX: A7A9AC  
PMS: Cool Grey 5 C  
HSB: 214°, 2%, 67%

PMS CODES FOR GREYS ARE AN APPROXIMATION.



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FONTS

ROBOTO LIGHT

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ROBOTO REGULAR

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