





IDENTITY WITH TAGLINE









COLOR PALETTE

PRIMARY

			
PMS 7694	PMS 284	PMS 485	PMS 432
c98 m79 y31 k16 r19, g66, b106	c61 m23 y0 k0 r105, g172, b229	c0 m99 y97 k0 r227, g29, b26	c65 m43 y26 k78 r48, g62, b72

SECONDARY

					
PMS 346	PMS 1375	PMS 7761	PMS 298	PMS 443	PMS 526
c57 m0 y54 k0 r107, g203, b151	c0 m45 y98 k0 r255, g158, b25	c82 m22 y46 k2 r15, g149, b145	c66 m9 y1 k0 r56, g181, b230	c47 m31 y35 k1 r143, g157, b157	c67 m98 y5 k1 r116, g47, b139

FONT

ROBOTO - PRIMARY
Headlines, Titles, Subheads
Body Copy, Call outs, Captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789