



# Brand Standards



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# Acceptable Logos

Block Logo



Horizontal Logo



Logomark (icon)



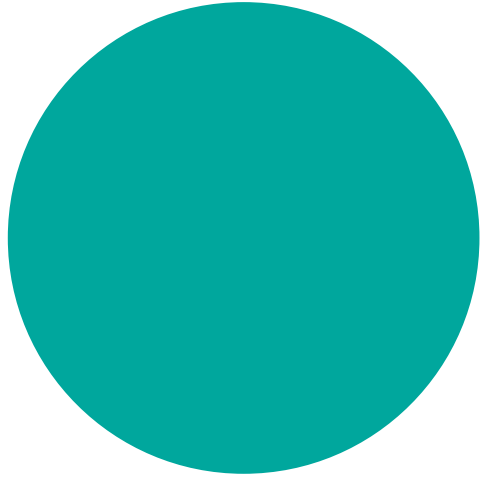
Block Logo White



Horizontal Logo White

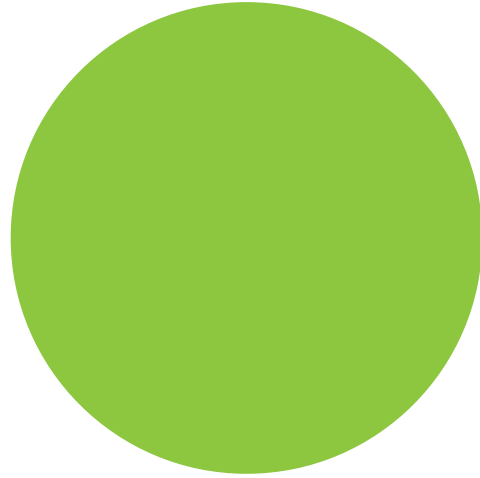


# Colors



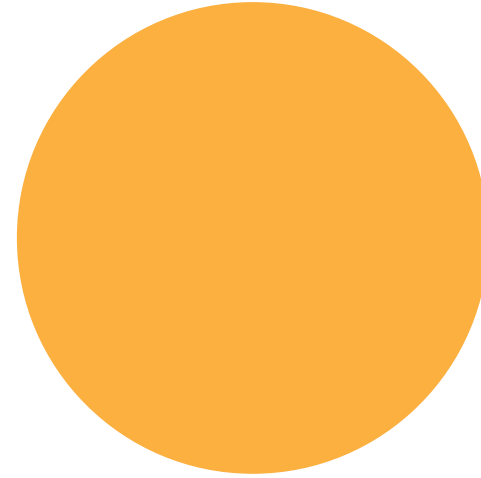
*Persian Green*

CMYK - 80/10/45/0  
RGB - 0/167/157  
#00a79d



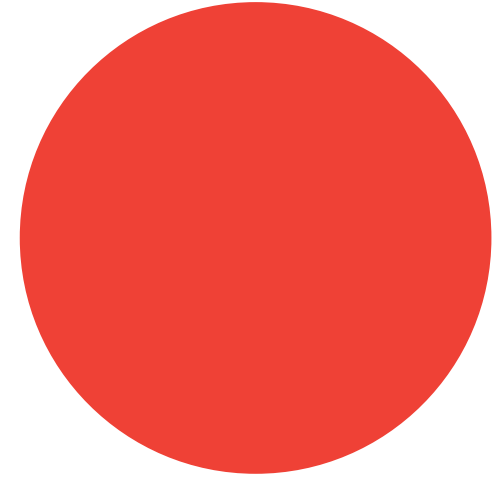
*Atlantis*

CMYK - 50/01000  
RGB - 140/198/63  
#8dc63f



*Yellow Orange*

CMYK -0/35/85/0  
RGB - 251/76/64  
#fbb040

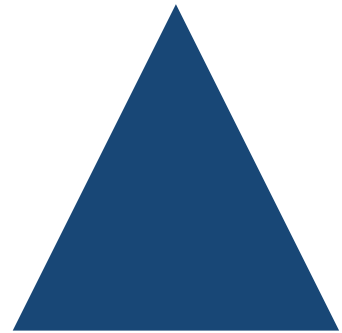


*Cinnabar*

CMYK - 0/90/85/0  
RGB - 239/65/54  
#ef4136

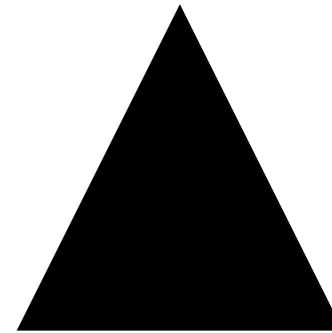
# Colors: background

Primary:



***Hopi Blue Corn***

CMYK – 80/40/0/54  
RGB – 24/74/118  
#184776



***Black***

CMYK 75/68/67/90  
#000000

# Primary Typography

## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZÀÁÂÃÄÅÊËÌÍÎÏÐÏÜ  
abcdefghijklmnopqrst  
uvwxyzàå&123456789  
0123456789o(\$£€.,!?)

Calibri should be used for all official letters, forms, and documents.

## Baskerville

**Baskerville**  
i love Typography, a  
fine sample text, 123  
AaBbCcDdEeFfGgHhIijJkKlLmMnNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789& "" ?\*

## Baskerville Semi Bold

**ABCDEFGHIJKLMNO]**  
**abcdefghijklmnopqrstu**  
**1234567890 (!@#\$%?&**

# Secondary Typography

Adobe Garamond Pro

Lorem ipsum dolor sit amet, te quaestio dignissima repudiandae eos, priusquam ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecturae dictae est.

Utinam habemus assueverit et est. Elit perti  
Ex eam nusquam commune. Vis eu perpetu  
Lorem ipsum dolor sit amet, te quaestio dig  
Utinam habemus assueverit et est. Elit pertinacia mea no. At eleifend  
Ex eam nusquam commune. Vis eu perpetua interesset. Utroque nomi  
Lorem ipsum dolor sit amet, te quaestio dignissima repudiandae eos, pri  
sed ut perspiciatis unde omnis iste natus error sit voluptatem accusant

*Beautiful ES*

*>Lorem ipsum dolor sit amet, te q*

*Utinam habemus assueverit et est. Elit pertinacia mea no. At eleifend  
Ex eam nusquam commune. Vis eu perpetua interesset. Utroque nomi  
Lorem ipsum dolor sit amet, te quaestio dignissima repudiandae eos, p  
Utinam habemus assueverit et est. Elit pertinacia mea no. At eleifend  
Ex eam nusquam commune. Vis eu perpetua interesset. Utroque nomi  
Lorem ipsum dolor sit amet, te quaestio dignissima repudiandae eos, p  
sed ut perspiciatis unde omnis iste natus error sit voluptatem accusant*

Konztanta

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!#\$%&/.|\*`@',?;:)

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 2

The left hand does not know what the right hand is doing

na1@example.com <http://www.cufonfonts.com>



# Other Agency Approved Logos

