

# Brand Guidelines

Correct Usage, Colors and Applications

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Dark Blue 2

Red

Light Blue

Red

Dark Blue



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Light Blue

Dark Blue 3

Light Blue

Red

# Color Values

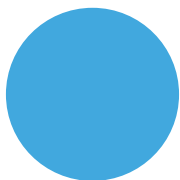
People, Purpose & Passion

## Primary Colors



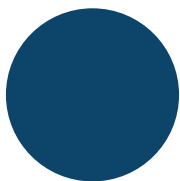
### Red

**R: 239 G: 62 B: 43**  
**C: 0 M: 91 Y: 94 K: 0**  
**HEX: #EF3E2B**



### Light Blue

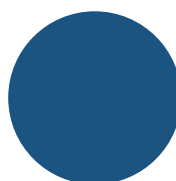
**R: 70 G: 168 B: 223**  
**C: 66 M: 18 Y: 0 K: 0**  
**HEX: #46A8DF**



### Dark Blue

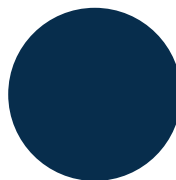
**R: 16 G: 69 B: 107**  
**C: 98 M: 75 Y: 34 K: 20**  
**HEX: #10456B**

## Secondary Colors



### Dark Blue 2

**R: 27 G: 84 B: 129**  
**C: 95 M: 69 Y: 27 K: 9**  
**HEX: #1B5481**



### Dark Blue 3

**R: 11 G: 46 B: 77**  
**C: 100 M: 82 Y: 43 K: 40**  
**HEX: #0B2E4D**



# Single Color Use

Black and Monotone Application



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100% Black



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Greyscale



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Monotone

# Color Application

Color and Reversed Application



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# Typography

## Primary and Secondary Fonts

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Primary Typeface:

Neue Haas Grotek Display Pro 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Secondary Typeface:

Poppins Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Google Font Alternative

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Google Font Alternative

Montserrat Extrabold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Logo Variations

## Vertical Application

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## Horizontal Application

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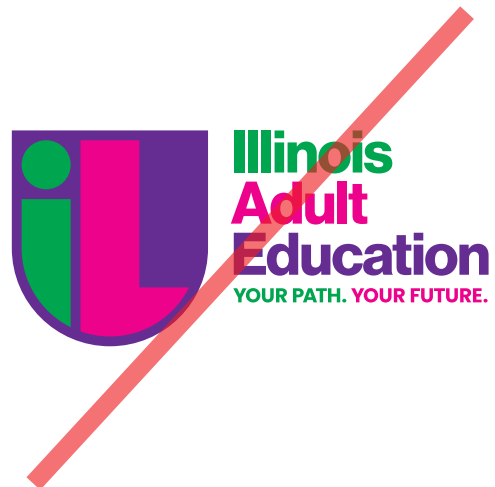
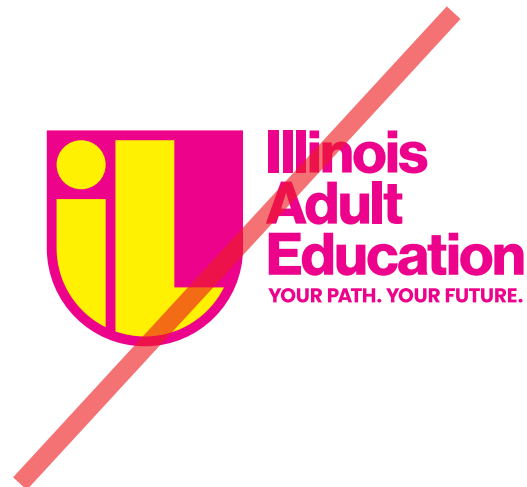
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# Correct Usage and Spacing



# Incorrect Usage





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