Brand Style Guide

Primary Color Palette

rgb(31, 65, 126)	rgb(31, 65, 126)	rgb(103, 203, 223)	rgb(200, 201, 203)	rgb(74,170,223)
CMYK: 37/24/0/51	CMYK: 37/24/0/51	CMYK: 54/0/1/0	CMYK: 1/1/0/20	CMYK: 65/18/0/0
#1f417e	#446eb4	#65c9df	#c8c9cb	#4aaadf

Headline Font

Rockwell Bold

Body Copy Font

Arial

Secondary Font

Rock Salt Regular

All fonts are Google Fonts and can be downloaded here: fonts.google.com

Logo Lockups

Vertical Logomark (preferred)   Horizontal Logomark

Logo Clearspace

Primary Logo Acceptable Variations

Full Color (preferred)   One Color   Black + White   Reverse
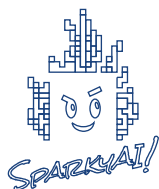

Incorrect Usage

Do not place any part of the logo lockup on colors or patterned backgrounds that cause elements to be lost

Do not change the colors of the logo lockup

Do not outline any part of the logo lockup

Do not stretch, skew, resize, reorder or alter the proportions or structure of the logo lockup in any way

Do not place any part of the logo lockup on images that cause elements to be lost

Do not screen the full color logo lockup