

# BRANDING QUICK VIEW

## Brand Colors



### Green

PANTONE: 376  
CMYK: C60, M4, Y100, K0  
RGB: R119, G184, B0  
HEX: 77b800



### Cyan

PANTONE: Process Cyan  
CMYK: C100, M0, Y0, K0  
RGB: R0, G174, B239  
HEX: 00aeef



### Orange

PANTONE: 172  
CMYK: C0, M79, Y97, K0  
RGB: R254, G100, B1  
HEX: fe6401



### Grey

PANTONE: 430  
CMYK: C5, M0, Y0, K51  
RGB: R142, G150, B151  
HEX: 8e9697

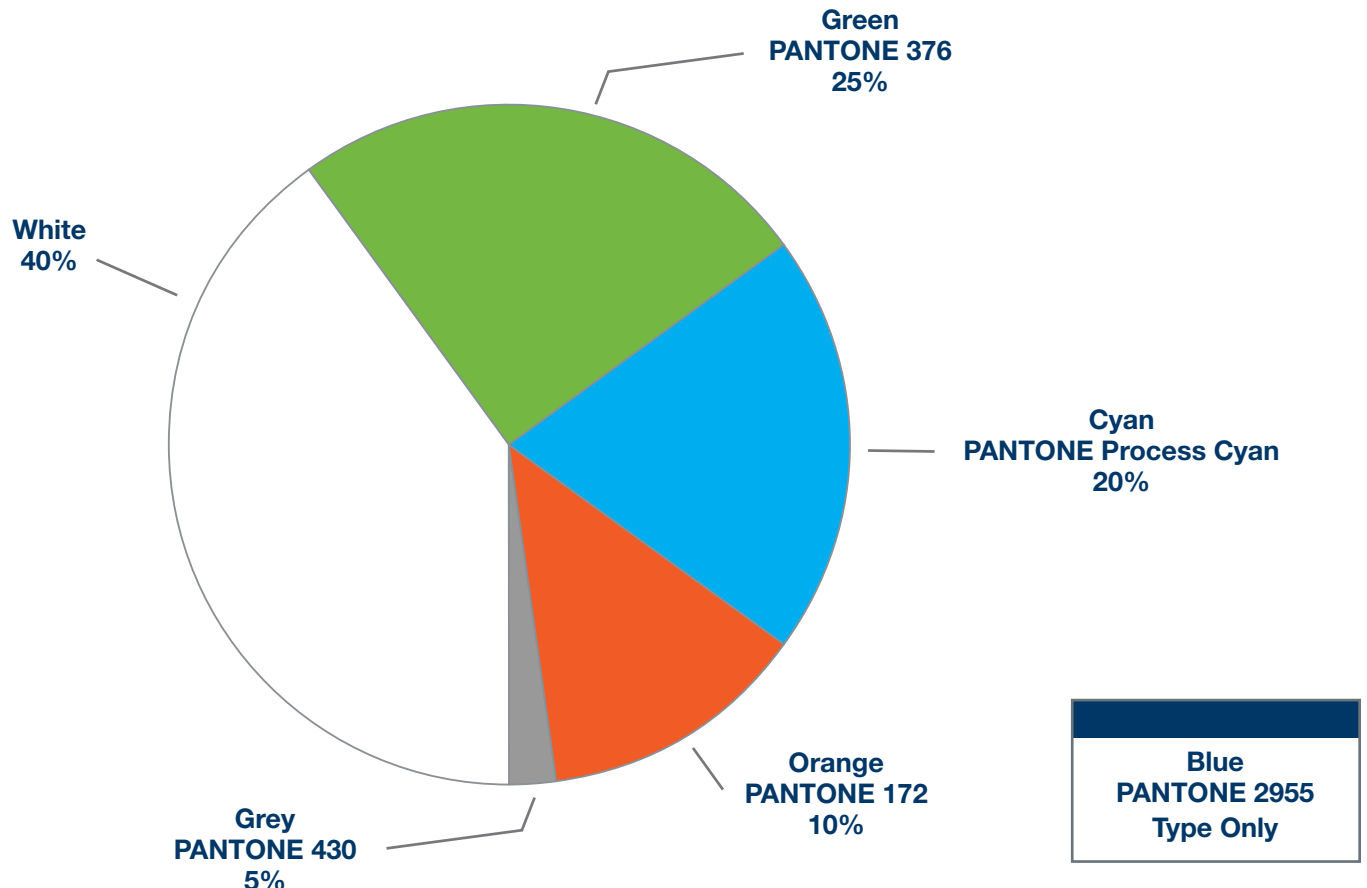
## TYPEFACE



### Blue

PANTONE: 2955  
CMYK: C100, M52, Y0, K58  
RGB: R0, G56, B101  
HEX: 003865

## Brand Color Use Guide



# Brand Typeface

## EXTERNAL MARKETING MATERIALS

### PROFESSIONALLY DESIGNED & PRINTED MARKETING MATERIALS

Main Header  
Helvetica Neue Heavy  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Body Text  
Rockwell Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

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### DIGITAL ADS & EMAIL CAMPAIGNS

Main Header  
Arial Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Body Text  
Arial Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

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### WEBSITES

Main Header  
Helvetica Neue Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Body Text  
Rockwell Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## INTERNAL MATERIALS

### PRESENTATIONS

Main Header  
Arial Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Body Text  
Arial Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

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### WORD DOCUMENTS & EMAIL

Main Header  
Arial Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Body Text  
Arial Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

