



2018 BRAND STYLE GUIDE

PRIMARY COLOR PALETTE



C: 0
M: 100
Y: 100
K: 0

R: 237
G: 28
B: 36

#E61C24

PMS 1797



C: 78
M: 100
Y: 0
K: 0

R: 96
G: 45
B: 145

#602D91

PMS 2607

SECONDARY COLOR PALETTE



C: 0
M: 75
Y: 100
K: 0

R: 242
G: 101
B: 34

#F26522



C: 91
M: 53
Y: 0
K: 0

R: 0
G: 113
B: 185

#0071B9



C: 75
M: 0
Y: 100
K: 0

R: 57
G: 181
B: 74

#39B54A

Tungsten Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@&()

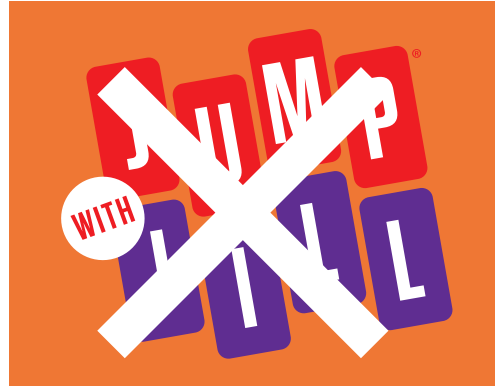
Headlines are all uppercase, subheads can be mixed cases.

LOGO USAGE

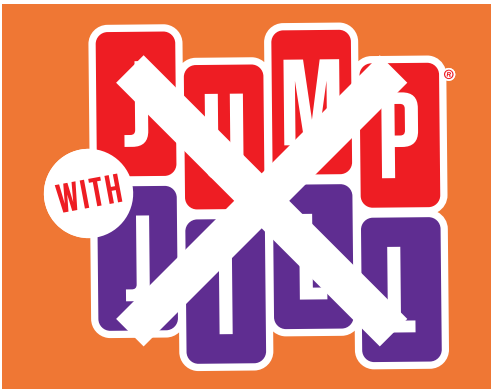
Note: It's not required, but logo works best on a background color or pattern.



CORRECT



INCORRECT: Logo always has a white outline



INCORRECT: Never straighten or rotate the logo



SPACE AROUND LOGO



Logo should always have clearance roughly from each of its furthest points roughly equal to the height or width of the "W" in "WITH."

LOGO SIZE



Logo should always be at least .5" wide.