

BRAND STANDARDS

PRIMARY MARK



WITHOUT TAGLINE



REVERSED



ONE-COLOR ALTS



2-COLOR REVERSED



QUILL SYMBOLS



MAIN COLOR SWATCHES



PMS 295C
CMYK C100 M84 Y36 K39
RGB R0 G40 B86
HEX #002857



PMS 7406C
CMYK C6 M22 Y100 K0
RGB R245 G196 B0
HEX #F5C300



PMS 291C
CMYK C37 M8 Y1 K0
RGB R154 G202 B235
HEX #98CAEC

SECONDARY SWATCHES



PMS 637C
CMYK C61 M2 Y8 K0
RGB R78 G193 B224
HEX #3AC1E1



PMS 523C
CMYK C18 M31 Y3 K0
RGB R205 G177 B207
HEX #CDB0D0



PMS 1895C
CMYK C0 M36 Y3 K0
RGB R249 G182 B205
HEX #F5B5CE

FONTS

Ciao Bella
Montserrat
Crimson Text