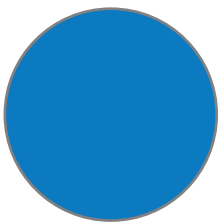


BRAND STANDARDS

EXTERNAL REFERENCE GUIDE

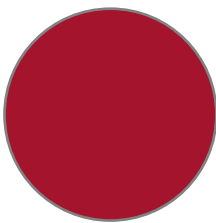


PRIMARY COLORS



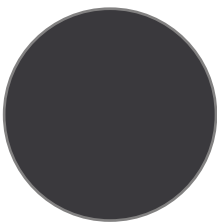
C: 86 R: 22
M: 45 G: 112
Y: 0 B: 177
K: 0

Pantone 106-7C
#1670B1



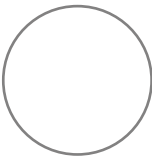
C: 8 R: 158
M: 97 G: 42
Y: 76 B: 47
K: 31

Pantone 704 C
#9E2A2F



C: 60 R: 71
M: 54 G: 70
Y: 48 B: 70
K: 60

Pantone 172-16C
474646

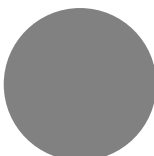


CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#FFFFFF

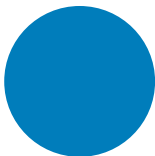
ACCENT



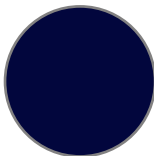
CMYK: 0, 45, 94, 0
RGB: 233, 156, 52
Pantone 1375CP
#E99C34



CMYK: 45, 38, 36, 16
RGB: 130, 129, 131
Pantone 8C
#828183



CMYK: 100, 34, 0, 27
RGB: 0, 124, 187
Pantone 7461-C
#007CBB



CMYK: 100, 90, 13, 68
RGB: 4, 30, 66
Pantone 282-C
#041E42

Aa

Tahoma Regular
Tahoma Bold

01 02 03

AA

COPPERPLATE LIGHT
COPPERPLATE MEDIUM
COPPERPLATE BOLD

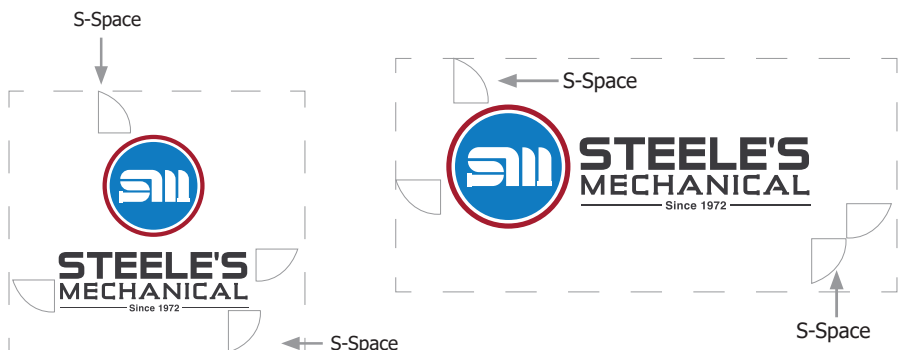
01 02 03

TYPE

PRIMARY LOGOS



CLEAR ZONES



Please,
don't squish, stretch or color

LOGO VARIATIONS

