

BRAND STYLE GUIDE

PRIMARY LOGO

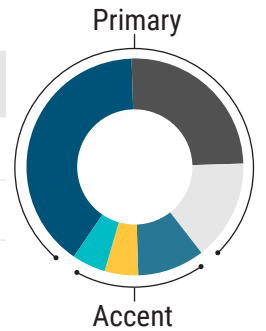


SECONDARY LOGO



COLORS

HEX	#FFC63D	#00BCC4	#287894	#005377	#505151	#E4E5E4
RGB	255, 198, 62	0, 188, 197	40, 120, 149	0, 84, 120	81, 81, 81	229, 230, 229
CMYK	0, 23, 86, 0	0, 188, 197	84, 43, 30, 4	100, 65, 33, 15	65, 57, 56, 34	9, 6, 7, 6



FONTS

Use for H1, headline, titles, quote

MUSEO SANS

100
300
500
700
900
DISPLAY

Use for H2, H2, sub-headlines, body text

Roboto

Thin *Thin Italic*
Light *Light Italic*
Regular *Regular Italic*
Medium *Medium Italic*
Bold ***Bold Italic***
Black ***Black Italic***

Use when space is needed

Roboto Condensed

Light *Light Italic*
Regular *Regular Italic*
Bold ***Bold Italic***

Accent (minimal use)

Lumios Marker
Regular

DESIGN ELEMENTS

