

BRAND STYLE GUIDE

PRIMARY LOGO

SECONDARY LOGO

LOGO OVER BLACK

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	Use for H2, H2, sub-headlines, body text	Use when space is needed
MUSEO SANS	Roboto	Roboto Condensed
100	Thin <i>Thin Italic</i>	Light <i>Light Italic</i>
300	Light <i>Light Italic</i>	Regular <i>Regular Italic</i>
500	Regular <i>Regular Italic</i>	Bold <i>Bold Italic</i>
700	Medium <i>Medium Italic</i>	
900	Bold <i>Bold Italic</i>	Accent (minimal use)
DISPLAY	Black <i>Black Italic</i>	<i>Lumios Marker</i>
		<i>Regular</i>

DESIGN ELEMENTS






