

BRAND STYLE GUIDE

With tag
No tag

PRIMARY YEAR

BLUE REV YEAR

BLACK REV YEAR

PRIMARY

BLUE REV

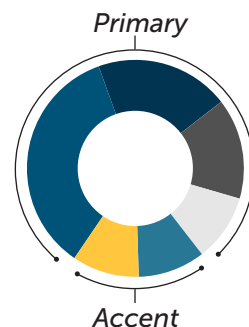
BLACK REV



Use "tag" logos only at larger scales and in feature locations. Use non-year logos where printed materials may be reused or for feature elements (example, website header), otherwise use the year logos.

COLORS

HEX	#FFC63D	#287894	#005377	#003451	#505151	#E4E5E4
RGB	255, 198, 62	40, 120, 149	0, 84, 120	0, 52, 81	81, 81, 81	229, 230, 229
CMYK	0, 23, 86, 0	84, 43, 30, 4	100, 65, 33, 15	100, 78, 43, 38	65, 57, 56, 34	9, 6, 7, 6



FONTS

Use for H1, H2, headlines, titles, body, quote, website

MUSEO SANS

100 (Quote)	100 italic
300 (Accent)	300 italic
500 (Body)	500 italic
700 (H2)	700 italic
900 (H1)	
900 ITALIC (TITLE)	

Website Call-to-action buttons only

1000 ROUNDED CAPS

Use as an alternate or when space is needed

Roboto Condensed

Light	Light Italic
Regular	Regular Italic
Bold	Bold Italic

Accent (minimal use, short words)

FLOOD STD, REGULAR

Hierarchy Example

TITLE EXAMPLE
And Accent Text
Over body type

WEB ELEMENTS

BUTTON (WEB)

BUTTON (WEB)

BUTTON (WEB)

HOME

AGENDA

HOME

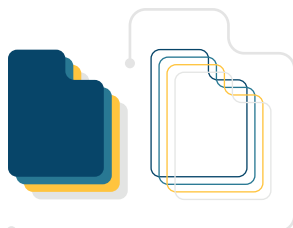
Agenda

DESIGN ELEMENTS

Utah shape outlines

Icons

Brush effects



TEXTURAL ELEMENTS

