



# 1.0 LOGO







# 2.0 TYPOGRAPHY

BRANDON GROTESQUE  
REGULAR

Aa Bb Cc 123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BRANDON GROTESQUE  
BLACK

**Aa Bb Cc 123456**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Aa Bb Cc 123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Aa Bb Cc 123456**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

PROXIMA NOVA  
REGULAR

PROXIMA NOVA  
BOLD



# 3.0 COLORS

**LOGO RED**

HEX: # FF0033

RGB: 255, 0, 51

**LOGO MAROON**

HEX: # BC0126

RGB: 188, 1, 38

**LOGO GRAY**

HEX: # 333333

RGB: 51, 51, 51

**CREAM**

HEX: # FFEEBB

RGB: 255, 238, 187

**SKY BLUE**

HEX: # 5599CC

RGB: 85, 153, 204

**AQUA**

HEX: # 55CCBA

RGB: 85, 204, 186

# 4.0

# **BRANDED ELEMENTS**







