

LOGO



LOGO PRIMARY VERTICAL - Main brand mark to be used for all types of production collateral including, signage, digital, & print items. DO NOT: Warp, skew, rotate, or make any modifications to the brand mark.



LOGO PRIMARY HORIZONTAL - Main brand mark to be used for all types of production collateral including, signage, digital, & print items. DO NOT: Warp, skew, rotate, or make any modifications to the brand mark.



LOGO SECONDARY HORIZONTAL - This secondary mark is to be used when either of the two primary marks are not appropriate. Such usage cases maybe: pylons, report covers, or any vertical situation when the brand name needs to remain large & legible. DO NOT: Warp, skew, rotate, or make any modifications to the brand mark.

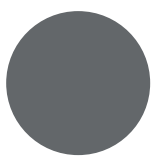


LOGO ICON - The logo icon's primary role is to serve as a profile image for social media channels. It may also be used for: Pins, buttons, stickers, or as a background design element for production collateral. DO NOT: Warp, skew, rotate, or make any modifications to the logo icon.



DESIGN ELEMENT SPECTRUM - In cases where the spectrum is utilized, it should never be a main feature or detract from the primary brand mark. The spectrum and it's components should be considered for all for way-finding & other signage needs. Use the spectrum to convey movement or direction.

COLOURS



Base Building

Paint Color: 7075
Paint Name: Web Gray
RGB: 98 103 106
CYMK: 62 51 49 19
HEX: 62676A



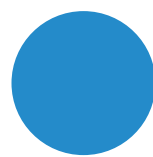
Base Building

Paint Color: 6196
Paint Name: Frosty White
RGB: 221 222 214
CYMK: 12 8 14 0
HEX: DDD6D6



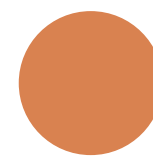
4321

Paint Color: 6732
Paint Name: Organic Green
RGB: 124 175 111
CYMK: 56 13 73 0
HEX: 7CAF6F



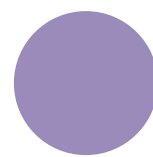
4301

Paint Color: 6958
Paint Name: Dynamic Blue
RGB: 25 139 203
CYMK: 79 35 0 0
HEX: 198BCB



4209

Paint Color: 6634
Paint Name: Copper Harbor
RGB: 216 129 80
CYMK: 13 58 76 1
HEX: D88150



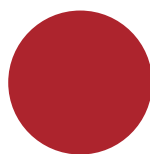
4205

Paint Color: 6823
Paint Name: Brave Purple
RGB: 156 139 185
CYMK: 41 46 6 0
HEX: 9C8BB9



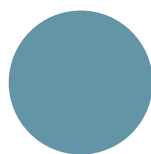
4109

Paint Color: 6704
Paint Name: Hep Green
RGB: 189 187 64
CYMK: 30 17 93 0
HEX: BDBB40



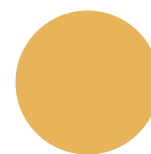
4105

Paint Color: 6866
Paint Name: Hearthrob
RGB: 173 38 46
CYMK: 22 98 89 14
HEX: AD262E



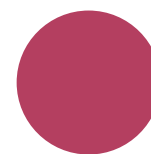
4101

Paint Color: 6494
Paint Name: Lakeshore
RGB: 98 149 166
CYMK: 64 30 29 1
HEX: 6295A6



4201

Paint Color: 6669
Paint Name: Yarrow
RGB: 232 180 90
CYMK: 9 30 75 0
HEX: E8B45A



4215

Paint Color: 6843
Paint Name: Hot
RGB: 178 62 96
CYMK: 26 89 47 6
HEX: B23E60

TYPOGRAPHY

HEADLINES

“Oswald Bold”
Tracking = +25pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PULL QUOTES

“Oswald Light”
Tracking = +5pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^()*

BODY & CONTENT

“Open Sans Semi Bold”
Tracking = +50pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

FOOTNOTES

“Open Sans Light Italic”
Tracking = 0pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^()*

BRAND INSPIRATION

