

# BRAND STYLE GUIDE



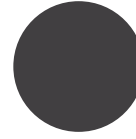
R: 109 C: 0%  
G: 110 M: 0%  
B: 113 Y: 0%  
#6D6E71 K: 70%



R: 33 C: 80%  
G: 32 M: 75%  
B: 48 Y: 50%  
#212030 K: 65%



R: 4 C: 93%  
G: 46 M: 66%  
B: 55 Y: 57%  
#042E37 K: 58%



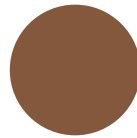
R: 65 C: 0%  
G: 64 M: 0%  
B: 66 Y: 0%  
#414042 K: 90%



R: 204 C: 20%  
G: 203 M: 15%  
B: 196 Y: 20%  
#CCCBC4 K: 0%



R: 237 C: 6%  
G: 234 M: 6%  
B: 235 Y: 4%  
#EDEAEB K: 0%



R: 131 C: 38%  
G: 88 M: 62%  
B: 61 Y: 77%  
#835830 K: 27%



R: 232 C: 8%  
G: 220 M: 12%  
B: 211 Y: 14%  
#E8DCD3 K: 0%



R: 32 C: 77%  
G: 48 M: 57%  
B: 41 Y: 70%  
#203029 K: 65%

## LOGO FONT AND TITLES:

PLUTO SANS - LIGHT  
ALL CAPS  
TRACKING = 225

## SUBTITLES, NUMBERS AND ACCENTS:

ACUMIN EXTRA-CONDENSED  
ALL CAPS  
TRACKING = 150

## Copy or body text:

Karla  
Use sentence casing