

BRAND GUIDELINE

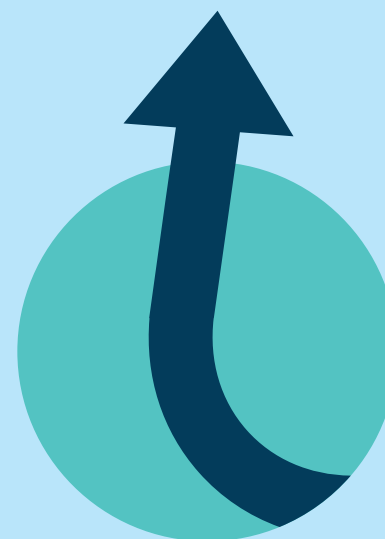
MARCH 4TH 2020



LOGO



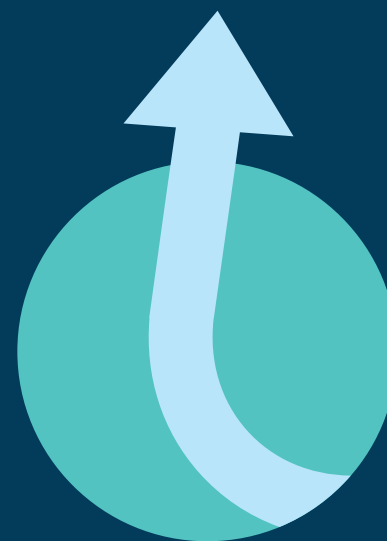
ICON



LOGO



ICON

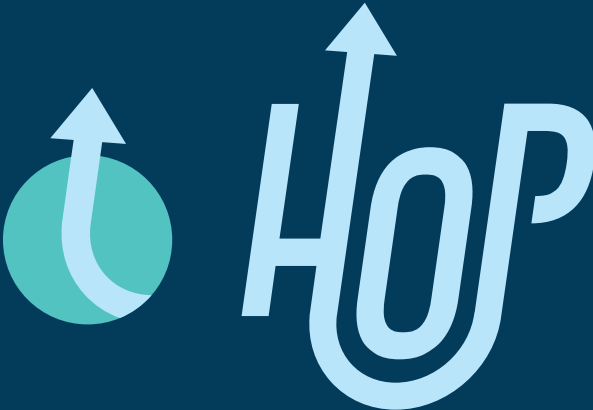


LOGO CONFIGURATIONS BLUE BACKGROUND

Logo without icon



Logo with icon



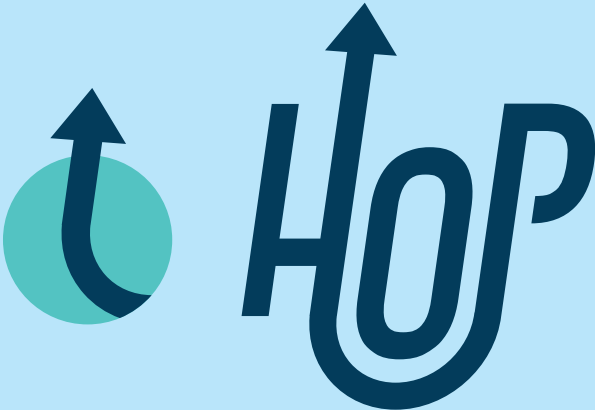
LOGO CONFIGURATIONS LIGHT BLUE BACKGROUND



Logo without icon

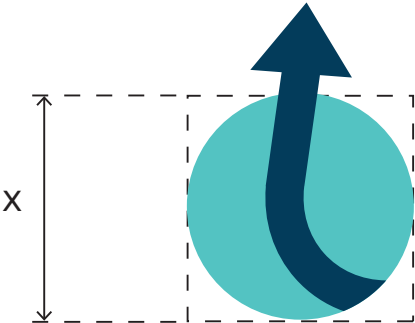


Logo with icon



LOGO SPECIFICATIONS

SPACE AROUND



LOGO SPECIFICATIONS

MINIMUM DIMENSIONS FOR PRESS AND WEB

Logo

Icon



LOGO SPECIFICATIONS

COLORS

1st Color

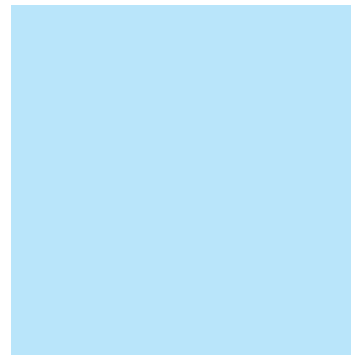


C 100 R 14
M 75 G 58
Y 40 B 90
K 30 #0e3a5a



PMS 281 C

2nd Color

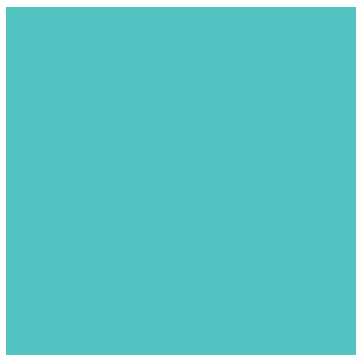


C 25 R 201
M 0 G 232
Y 0 B 251
K 0 #c9e8fb



PMS 290 C

3rd Color



C 62 R 92
M 0 G 192
Y 27 B 196
K 0 #5cc0c4



PMS 325 C

LOGO AND ICON SPECIFICATIONS

COLOR USE ON BLACK OR WHITE BACKGROUND

RGB and CMYK



RGB and CMYK



Black and White



RGB and CMYK



RGB and CMYK



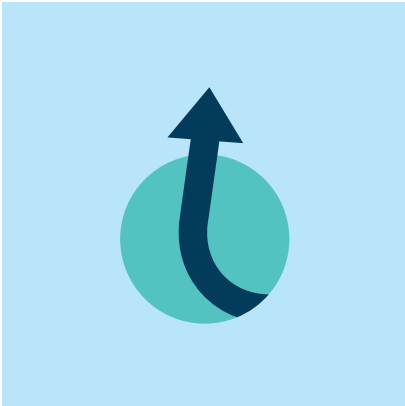
Black and White



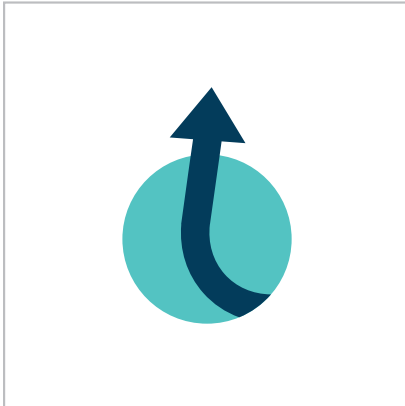
ICON SPECIFICATIONS

COLOR USE ON BLACK OR WHITE BACKGROUND

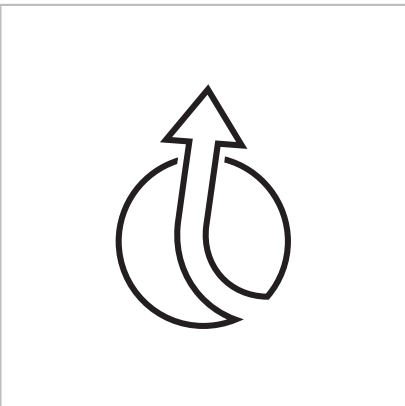
RGB and CMYK



RGB and CMYK



Black and White



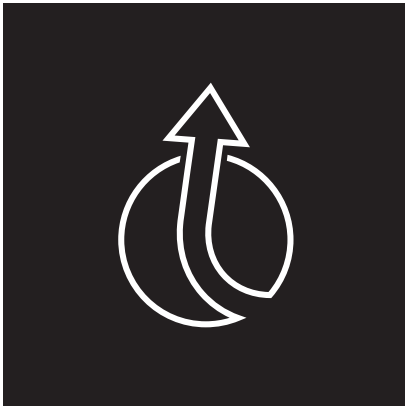
RGB and CMYK



RGB and CMYK



Black and White



LOGO SPECIFICATIONS

FONTS

Ostrich Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

<https://www.fontsquirrel.com/fonts/ostrich-sans>

LOREM IPSUM

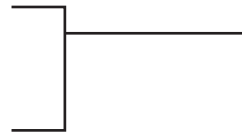
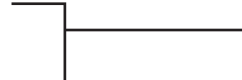

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vestibulum magna sit amet felis iaculis, venenatis iaculis turpis mollis.

Montserrat Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

<https://www.fontsquirrel.com/fonts/montserrat>

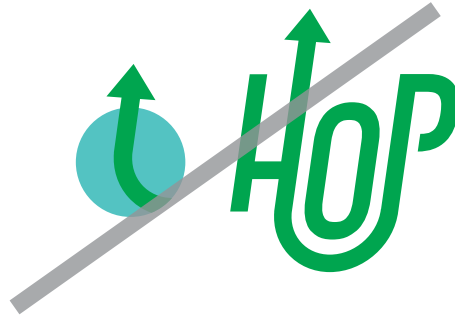
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Size: 35pt
Character spacing: 0
-  **Subtitle**
Font: Montserrat Light | Color: 3rd
Size: 16pt
Character spacing: 0
-  **Text Body**
Font: Montserrat Light | Color: 1st
Size: 11pt
Character spacing: 0

LOGO SPECIFICATIONS

IMPROPER USE



Do not alter the size of the elements



Do not change the fonts and colors of the logo



Do not distort the logo and the icon



Do not use the logo on colored backgrounds unless indicated in this guide



Do not use the logo on photographic images

