

# BRAND GUIDELINES

## LOGOTYPE

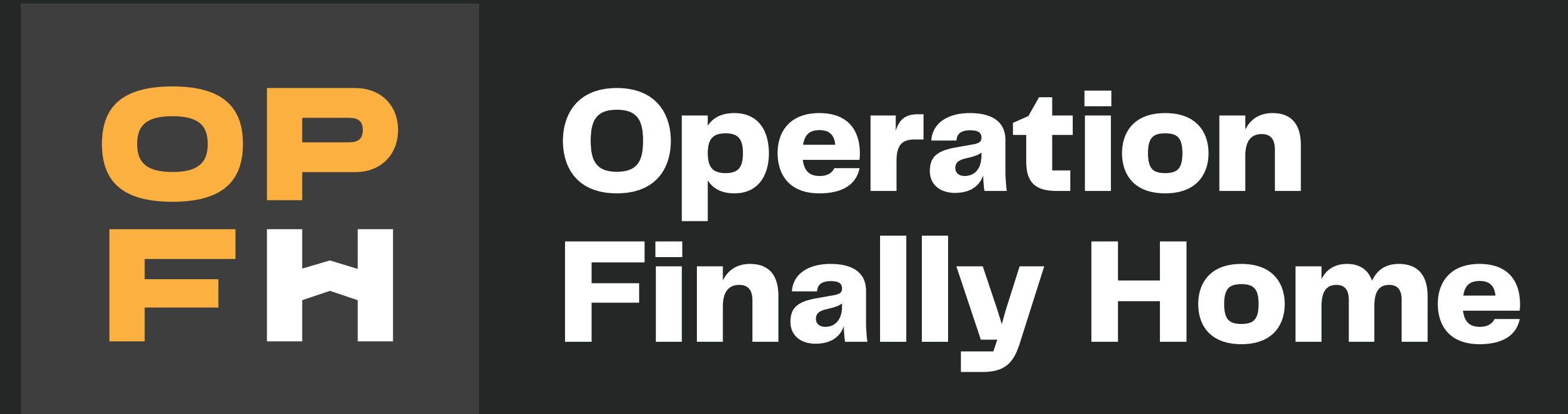
### PRIMARY LOGO



### ALTERNATE LOGOS



### LOGO WITH TYPOGRAPHY



## TYPOGRAPHY

### MONUMENT EXTENDED

Aa

### WORK SANS

Aa

### PRIMARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890  
()&?!.,;"/

### SECONDARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

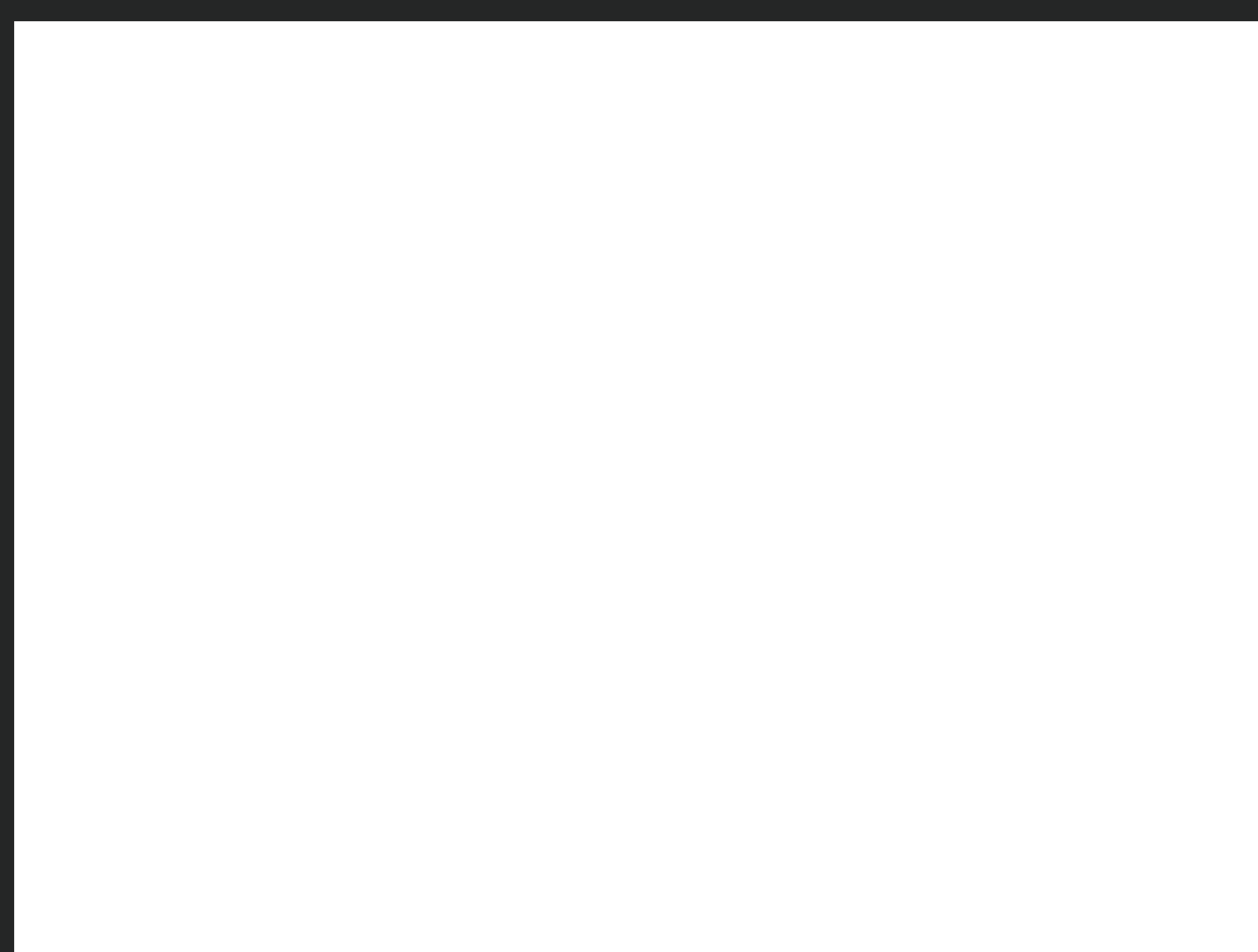
1234567890  
()&?!.,;"/

## COLOR THEORY



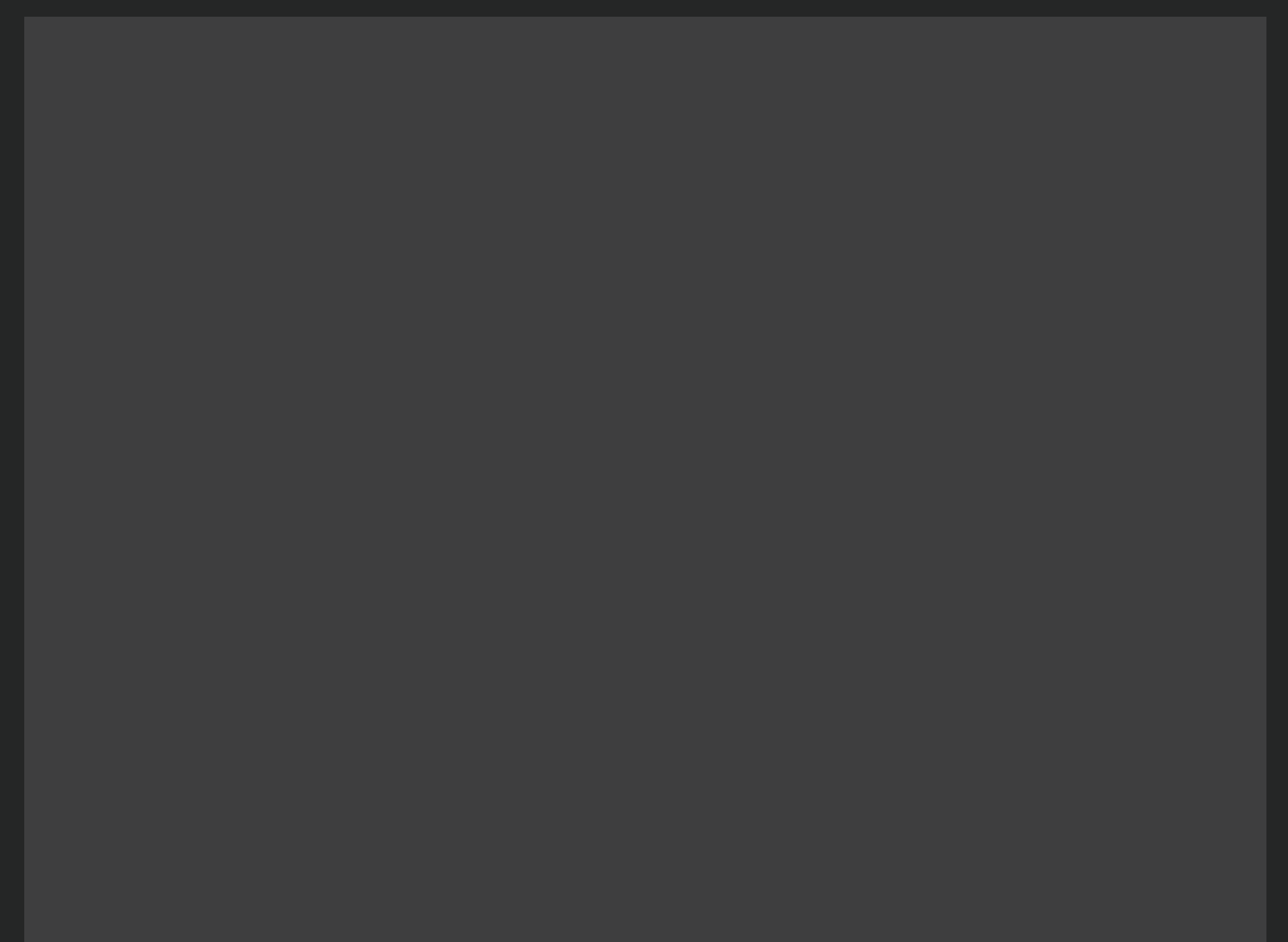
### COLOR DETAILS

RGB: 251, 176, 064  
HEX: FBB040  
PMS: 1365 C  
CMYK: 0%/35%/85%/0%



### COLOR DETAILS

RGB: 255, 255, 255  
HEX: FFFFFFFF  
PMS: 663 C  
CMYK: 0%/0%/0%/0%



### COLOR DETAILS

RGB: 065, 064, 066  
HEX: 414042  
PMS: 446 C  
CMYK: 0%/0%/0%/90%