

Brand | usage, color and typeface

Fonts

Logo font: **LATO BLACK**

Tagline font: RALWEAY MEDIUM

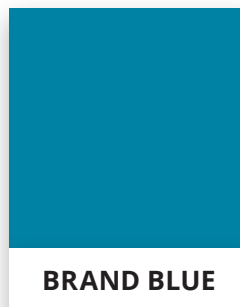
Complete font families:

LATO hairline
LATO hairline italic
 LATO light
LATO light italic
 LATO regular
LATO italic
LATO bold
LATO bold italic
LATO black
LATO black italic

RALEWAY thin
RALEWAY thin italic
 RALEWAY extralight
RALEWAY extralight italic
 RALEWAY light
RALEWAY light italic
 RALEWAY regular
RALEWAY italic
 RALEWAY medium
RALEWAY medium italic
 RALEWAY semibold
RALEWAY semibold italic
RALEWAY bold
RALEWAY bold italic
RALEWAY extrabold
RALEWAY extrabold italic
RALEWAY black
RALEWAY black italic

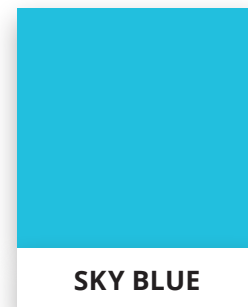
Colors – primary color palette

Always use the correct Pantone® colors (Pantone 314, Pantone 311 and Pantone 302) or color breakdown values.



Pantone 314

RGB: 0, 125, 165
 CMYK: 100, 33, 27, 2
 HEX: 007da5



Pantone 311

RGB: 0, 194, 223
 CMYK: 69, 0, 11, 0
 HEX: 00c2df

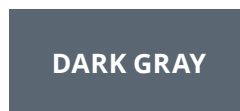


Pantone 302

RGB: 0, 58, 03
 CMYK: 100, 74, 40, 32
 HEX: 003a5d

Colors – secondary color palette

Additional colors for use to complement the primary palette.



Pantone 431

RGB: 91, 103, 112
 CMYK: 67, 52, 44, 17
 HEX: 5b6770



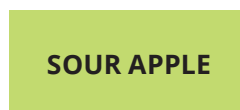
Pantone 428

RGB: 194, 198, 201
 CMYK: 24, 17, 16, 0
 HEX: c2c6c9



Pantone 3252

RGB: 19, 208, 202
 CMYK: 66, 0, 29, 0
 HEX: 13d0ca



Pantone 374

RGB: 195, 232, 108
 CMYK: 27, 0, 72, 0
 HEX: c3e86c



Pantone 141

RGB: 245, 198, 93
 CMYK: 3, 22, 75, 0
 HEX: f5c65d



Pantone 164

RGB: 255, 128, 65
 CMYK: 0, 62, 80, 0
 HEX: ff8041