

branding guidelines

fonts

Goudy Old Style

abcdefghijklmnopqrstuvwxy
1234567890
regular, **bold**, *italic*

Century Gothic

abcdefghijklmnopqrstuvwxy
1234567890
regular, **bold**, *italic*, **bold italic**

colors



#497FA1



#86BECC



#FF8243



#EFD035



#3E4142



#F4F4F5

logo usage



To ensure legibility, always keep a minimum clear space around the logo on all sides. The minimum clear space is equal to 1/3 of the height of the logo, as shown here.