This guide will help communicate our brand identity. We love our look. Be kind to our new style. 

Enjoy.
Horizontal Logo Treatment - Color & Black

Color Horizontal Logo Version

Black Horizontal Logo Version
Different ways to use our logomark.
Spacing / Minimum Size

Give us some space.

- 20mm”

- Minimum Size
  Allowed Print

- 70 pixels

- Minimum Size
  Allowed Web

Clear Space
(length of the mark)
Improper Usage of Brandmark

Stay away from the effects.

- Don’t flip colors
- Don’t distort
- Don’t rotate
- Don’t place over blocks of colors
Our colors — print / web

Primary Colors

PMS 319 U
- c 75 m 6 y 30 k 0
- r 1 g 176 b 184

PMS 382 U
- c 32 m 0 y 100 k 0
- r 183 g 213 b 50

Secondary Colors

PMS 7548 U
- c 0 m 25 y 100 k 0
- r 255 g 194 b 14

PMS 171 U
- c 0 m 80 y 80 k 0
- r 241 g 91 b 64

Note: Pantone values (PMS) are specified when products are printed using single inks and require precise color matching. This occurs most often in collateral printing. CMYK values are used when creating art for printing using a 4-color process, such as print ads. RGB values are used in art that will be viewed digitally.
Our chosen typeface — print

Arial Regular
(headline typeface)

Arial Bold
(sub-headline typeface)
Our chosen typeface — print

Arial Regular
(body copy typeface)

Arial Narrow Regular
(print disclaimer 6pt all caps)
Our chosen typeface — web

Open Sans Bold
(headline typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

Open Sans Regular
(body copy typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&
Our chosen typeface — microsoft office font

Arial Regular
(office typeface)

Arial Bold
(office typeface)
Please don’t hesitate to contact us!

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