

Brand Guideline Sheet

PRIMARY LOGO



SECONDARY LOGO



LOGO MARKS



COLOR PALETTE

CMYK
These colors are used for print materials to ensure accurate color reproduction.

RGB
These colors are used for on-screen and digital design.

HEX CODE
These colors are used for web, on-screen, and digital design.

INNOVATION Primary Color

CMYK 90, 41, 98, 45
RGB R: 0 G: 77 B: 40
HEX #004D28

GROWTH Primary Color

CMYK 74, 2, 100, 0
RGB R: 66 G: 177 B: 0
HEX #42B100

POSSIBILITY Secondary Color

CMYK 46, 2, 0, 0
RGB R: 116 G: 208 B: 255
HEX #74D0FF

SPARK Secondary Color

CMYK 2, 25, 100, 0
RGB R: 249 G: 191 B: 0
HEX #F9BF00

CONNECTION Accent Color

CMYK 0, 67, 0, 0
RGB R: 255 G: 122 B: 181
HEX #FF7AB5

GROUNDWORK Accent Color

CMYK 2, 3, 8, 0
RGB R: 248 G: 242 B: 231
HEX #F8F2E7

BRAND ASSETS

This imagery can be used on their own or in patterns. These can be placed on packaging, social media, and various branded materials.



PRIMARY FONT

RL Horizon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY FONTS

RIFT SOFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PARAGRAPH FONT

Aptos

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

