



STYLE GUIDE 2025



MANAGING THE BRAND

This guide was developed to ensure staff apply our brand consistently and correctly, so that we make a unified impression on all our audiences. It's up to you to maintain the strength of our brand identity. Please refer to this guide whenever you develop materials for our organization. This guide is a vital resource to ensure that all the hard work of establishing our brand is documented so you can apply it consistently and correctly at all levels.

PRIMARY LOGO when printing in full color



BLACK & WHITE LOGO

A solid black and black/white logo are provided for use in black and white applications only. This logo version should not be used on any materials produced in color.



REVERSED LOGO

A reversed version of the logo is provided for use on top of colored background or a dark area of a photograph as long as there is sufficient contrast that the logo can be easily read.



MARK/ICON ONLY

The mark or icon is used in place of the full logo when space is limited or when the logo appears on previous pages. This may also be used in social media avatars, app icons, or favicons. It helps maintain brand presence while ensuring clarity and legibility at small sizes.



TYPOGRAPHY

MAGISTRAL BOOK- Logo Font only

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

K2D REGULAR- Headlines, body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

ALT.

LATO REGULAR Lato may be used when primary fonts are not available

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789



COLOR

Color is an integral element of our visual identity. Because different printing processes and on screen displays handle color differently, each color in the palette is shown with several breakdowns. Always make sure to work closely with print vendors to achieve accuracy, especially on high-value pieces.

PRIMARY PALETTE

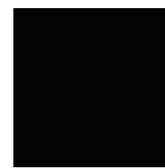
Our primary color palette reflects the colors of our full color logo as well as large color fields in print and digital components (ads, websites, brochures, etc.



PMS 299c
cmyk 77, 24, 14, 0
rgb 30, 153, 193
hex #1d99c0



PMS 151c
cmyk 0, 50, 100, 0
rgb 255, 128, 0
hex #f7931d



BLACK

SECONDARY PALETTE

Our secondary color palette is used to add flexibility and visual interest to the brand without overwhelming the primary palette. These colors could be applied to supporting elements— backgrounds, charts, illustrations—where variety is needed with still maintaining overall brand consistency.



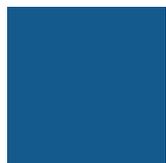
cmyk 7, 7, 18, 0
rgb 235, 238, 208
hex #ede6d0



cmyk 16, 16, 40, 0
rgb 215, 202, 162
hex #d7caa2



cmyk 64, 56, 52, 27
rgb 89, 89, 92
hex #59595c



cmyk 95, 67, 21, 5
rgb 16, 90, 141
hex #13598c



cmyk 10, 0, 2, 0
rgb 225, 242, 246
hex #e1f2f6

