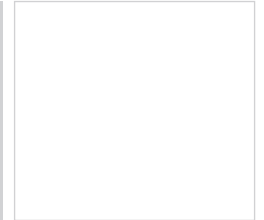
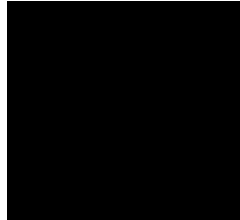
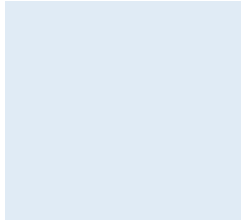




# BRAND STYLE GUIDE

## PRIMARY COLORS

## SECONDARY COLORS



**DARK BLUE**  
#2e334a

**LIGHT BLUE**  
#96bcd9

**LIGHTEST BLUE**  
#e0e9f2

**BLACK**  
#000000

**GREY**  
#d1d2d4

**WHITE**  
#ffffff

C: 84% R: 46  
M: 76% G: 51  
Y: 46% B: 71  
K: 43%

C: 40% R: 150  
M: 15% G: 188  
Y: 6% B: 217  
K: 0%

C: 11% R: 224  
M: 4% G: 233  
Y: 1% B: 242  
K: 0%

C: 75% R: 0  
M: 68% G: 0  
Y: 67% B: 0  
K: 90%

C: 17% R: 209  
M: 13% G: 210  
Y: 12% B: 212  
K: 0%

C: 0% R: 255  
M: 0% G: 255  
Y: 0% B: 255  
K: 0%

## TYPOGRAPHY

OPEN SANS <ALL FORMS>

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

## PRIMARY LOGOS



FULL COLOR  
LOGO



FULL/REVERSE  
LOGO

## ALTERNATE LOGOS



DARK BLUE  
LOGO



GRAY  
LOGO



GRAY/REVERSE  
LOGO



BLACK  
LOGO



REVERSE  
LOGO