

ONE PAGE OVERVIEW

MAIN LOGO WITH TAGLINE



ACCEPTABLE VARIATIONS



MAIN FONTS

HEADLINES

Lora Bold

SUPPORTING TEXT

Open Sans

ACCENTS

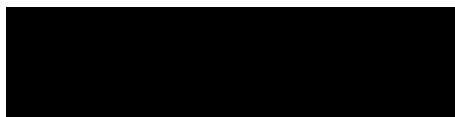
Patrick Hand

COLORS

PRIMARY COLORS



PMS: 7620 C
CMYK: 0, 91, 100, 23
RGB: 191, 49, 26
HEX: #BF311A



PMS: BLACK
CMYK: 75, 75, 75, 100
RGB: 0, 0, 0
HEX: #000000



PMS: 5757 C
CMYK: 27, 0, 87, 51
RGB: 110, 126, 41
HEX: #6E7E29

SECONDARY COLORS



RGB: 125, 14, 100
HEX: #7DAA40
CMYK: 57, 14, 100, 1
PMS: 376 C



RGB: 54, 186, 148
HEX: #36BA94
CMYK: 71, 0, 56, 0
PMS: 339 C



RGB: 79, 66, 132
HEX: #4F4284
CMYK: 83, 86, 17, 4
PMS: 7672 C



RGB: 241, 88, 49
HEX: #F15831
CMYK: 0, 81, 87, 0
PMS: 1655 C



RGB: 43, 35, 62
HEX: #2B233E
CMYK: 84, 85, 45, 51
PMS: 5255 C



RGB: 220, 226, 60
HEX: #DCE23C
CMYK: 17, 0, 91, 0
PMS: 396 C