







SOCIAL ICON ONLY, DARK BACKGROUND



SOCIAL ICON + TEXT, DARK BACKGROUND



SOCIAL ICON ONLY, LIGHT BACKGROUND




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AVERAGE USAGE DISTRIBUTION




COLOR SPECS




Navy Blue
CMYK: 94, 67, 57, 62
RGB: 0, 41, 51
HEX: 002933




Ocean Blue
CMYK: 92, 51, 36, 12
RGB: 0, 102, 128
HEX: 006680




Sky Blue
CMYK: 78, 33, 0, 0
RGB: 0, 144, 217
HEX: 0090D9




Seafoam
CMYK: 81, 13, 60, 1
RGB: 1, 160, 133
HEX: 01A085



Mint
CMYK: 62, 0, 35, 0
RGB: 51, 214, 192
HEX: 33D6C0



Peach
CMYK: 0, 31, 64, 0
RGB: 255, 185, 110
HEX: FFB96E



White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF



ACCENT COLOR USAGE

While the logo colors should remain unchanged, the 3 bright colors from the palette (Sky Blue, Mint, and Peach) can be used interchangeably as accent colors for subheadings or design elements to add a sense of life and variability.



Baby Blue
CMYK: 54, 8, 1, 0
RGB: 102, 189, 232
HEX: 66BDE8



① **Avenir LT Std Black**

② Avenir LT Std Heavy

③ Avenir LT Std Medium

LOGO / MAIN HEADINGS

MONTSERRAT THIN | ALL CAPS | **NAVY BLUE**

SUBHEADINGS

Montserrat SemiBold | Title Case | Ocean Blue

BODY COPY

Montserrat Regular | Sentence case | Ocean Blue

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