







SOCIAL ICON ONLY, DARK BACKGROUND



SOCIAL ICON + TEXT, DARK BACKGROUND

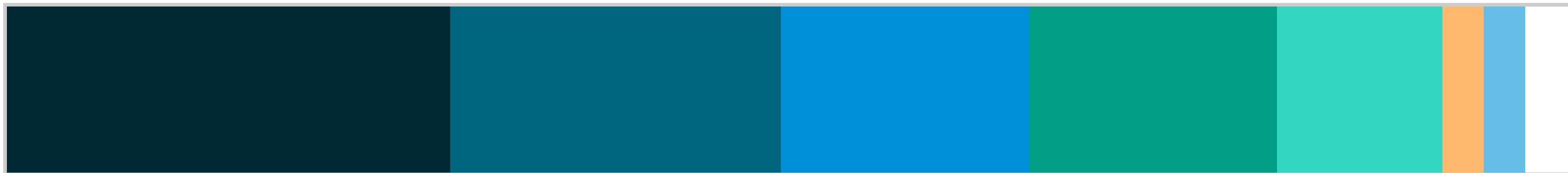


SOCIAL ICON ONLY, LIGHT BACKGROUND



SOCIAL ICON + TEXT, LIGHT BACKGROUND

## AVERAGE USAGE DISTRIBUTION



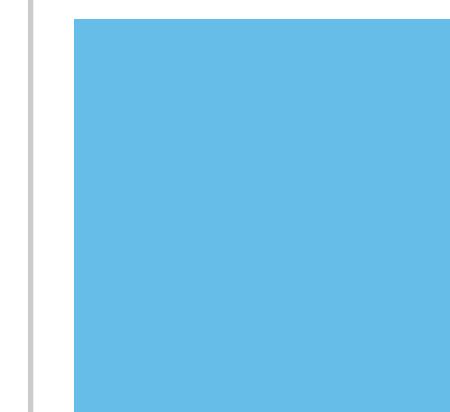
## COLOR SPECS

<b>Navy Blue</b> CMYK: 94, 67, 57, 62 RGB: 0, 41, 51 HEX: #002933	<b>Ocean Blue</b> CMYK: 92, 51, 36, 12 RGB: 0, 102, 128 HEX: #006680	<b>Sky Blue</b> CMYK: 78, 33, 0, 0 RGB: 0, 144, 217 HEX: #0090D9	<b>Seafoam</b> CMYK: 81, 13, 60, 1 RGB: 1, 160, 133 HEX: #01A085	<b>Mint</b> CMYK: 62, 0, 35, 0 RGB: 51, 214, 192 HEX: #33D6C0	<b>Peach</b> CMYK: 0, 31, 64, 0 RGB: 255, 185, 110 HEX: #FFB96E	<b>White</b> CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF



## 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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