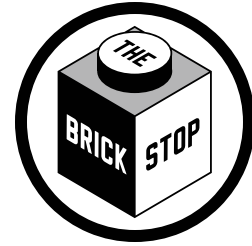
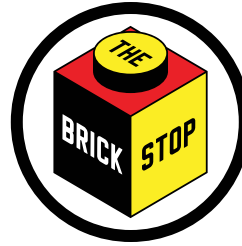


PRIMARY LOGO

SECONDARY LOGO



COLORS



RED
CMYK: 02.98.95.00
RGB: 232.36.42
HEX: #E8242A



YELLOW
CMYK: 05.00.93.00
RGB: 249.237.35
HEX: #F9ED23



BLACK
CMYK: 00.00.00.100
RGB: 0.0.0
HEX: #000000



WHITE
CMYK: 00.00.00.00
RGB: 255.255.255
HEX: #FFFFFF



GRAY
CMYK: 30.24.23.00
RGB: 181.181.182
HEX: #B5B5B6

TYPOGRAPHY

Rheiborn Sans Clean

Display font for titles and heading, to stand out more.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789[.?!\$&@*%#]**

GUIDELINES

- + There are two types of media, Digital and Print. Each one utilizes different color systems, RGB for Digital and CMYK for Print. Use the appropriate file format to best represent the brand in both.
- + Vector files can be scaled to any size with no degradation of image. Pixel files can only be used at 100% scale or smaller. Do not enlarge, otherwise there will be degradation. Whenever possible, use .pdf (vector) or .png (pixel) for best results. Each of these formats have transparent backgrounds.
- + To ensure a clean aesthetic, please keep at least 3/4 inch worth of space between the logo and any other design elements.
- + The Rheiborn Sans Clean font is our maintypeface for print.
- + Please do not edit, change, distort, recolor or reconfigure the logo without consent.