

BRANDBOOK

Identity Manual



Primary Marks

Solid



Outline



Primary Lockups

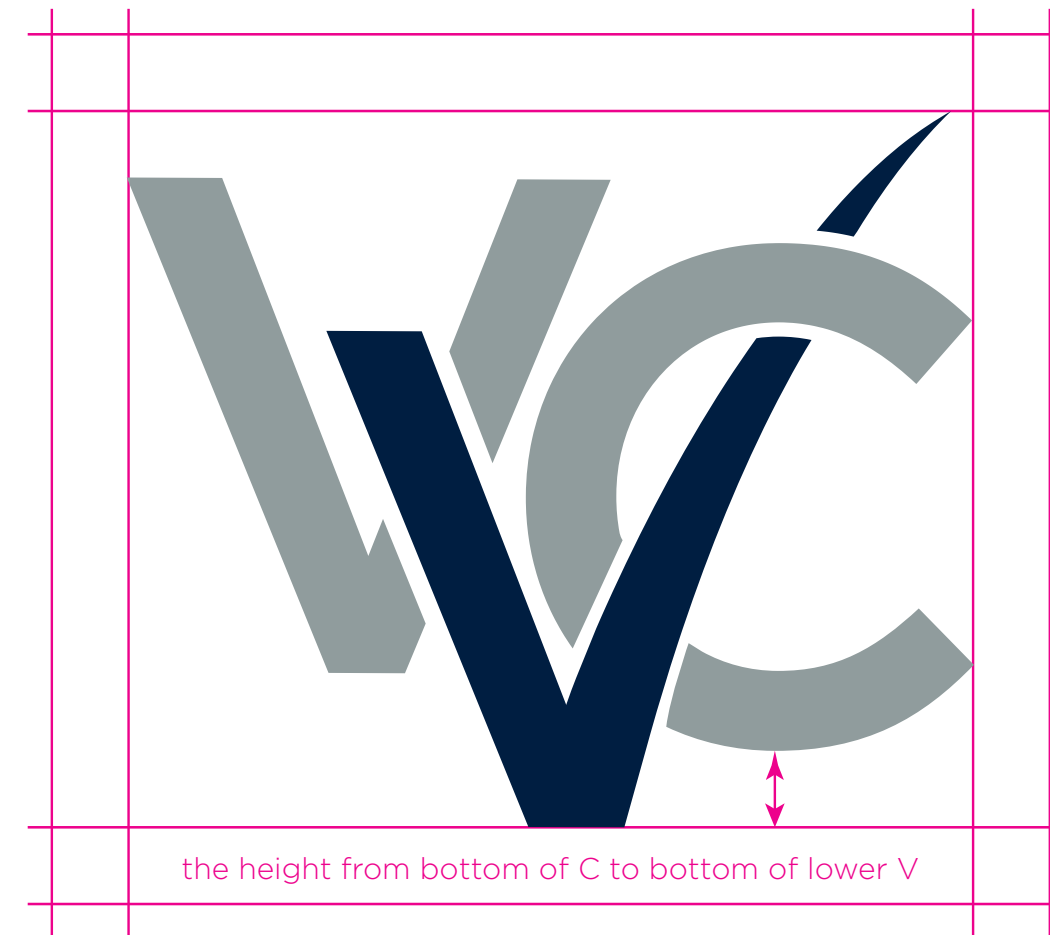
Vertical



Horizontal



LOGO



EXCLUSION



DONT'S



Vertical Distortion



Horizontal Distortion



Use on background with no contrast



Use gradient internally



Outline all letters



Use more than 2 contrast colors

PRINT / PRODUCTION
FONTS

TITLE FONT 1 - GOTHAM ULTRA

TITLE FONT 2 - GOTHAM BOLD

SUB TITLE FONT 1 - GOTHAM LIGHT

SUB TITLE FONT 2 - GOTHAM LIGHT ITALIC

Body Copy 1 - Gotham Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

Body Copy 2 - Gotham Medium Italic

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TITLE FONT 1 - MONTSERRAT ULTRA

TITLE FONT 2 - MONTSERRAT BOLD

SUB TITLE FONT 1 - MONTSERRAT LIGHT

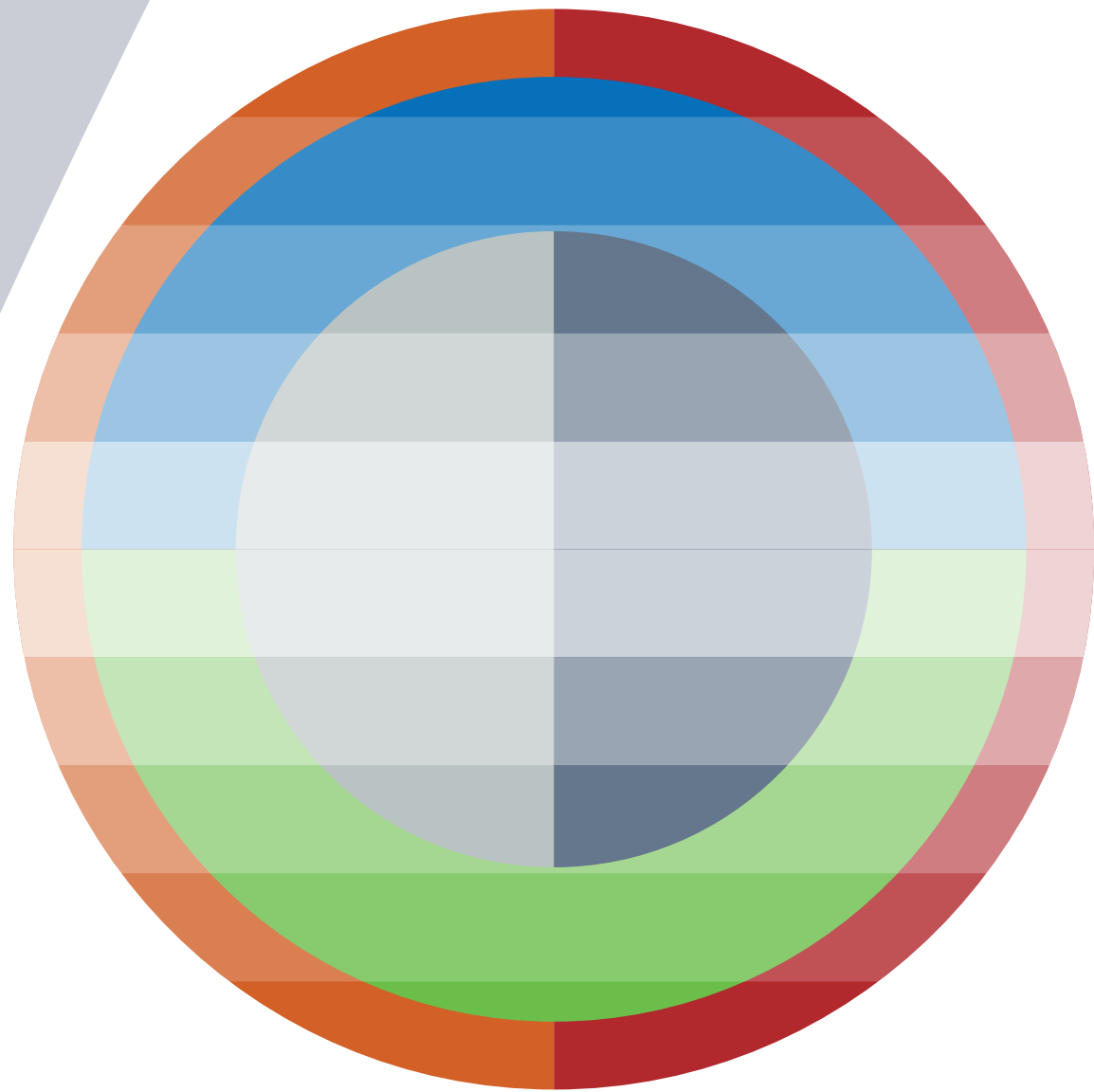
SUB TITLE FONT 2 - MONTSERRAT LIGHT ITALIC

Body Copy 1 - Montserrat Medium

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Body Copy 2 - Montserrat Medium Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure



COLOR

Primary Colors: Used for main text and design elements

Secondary Colors: Used for pops of color and highlighting elements and pull quotes

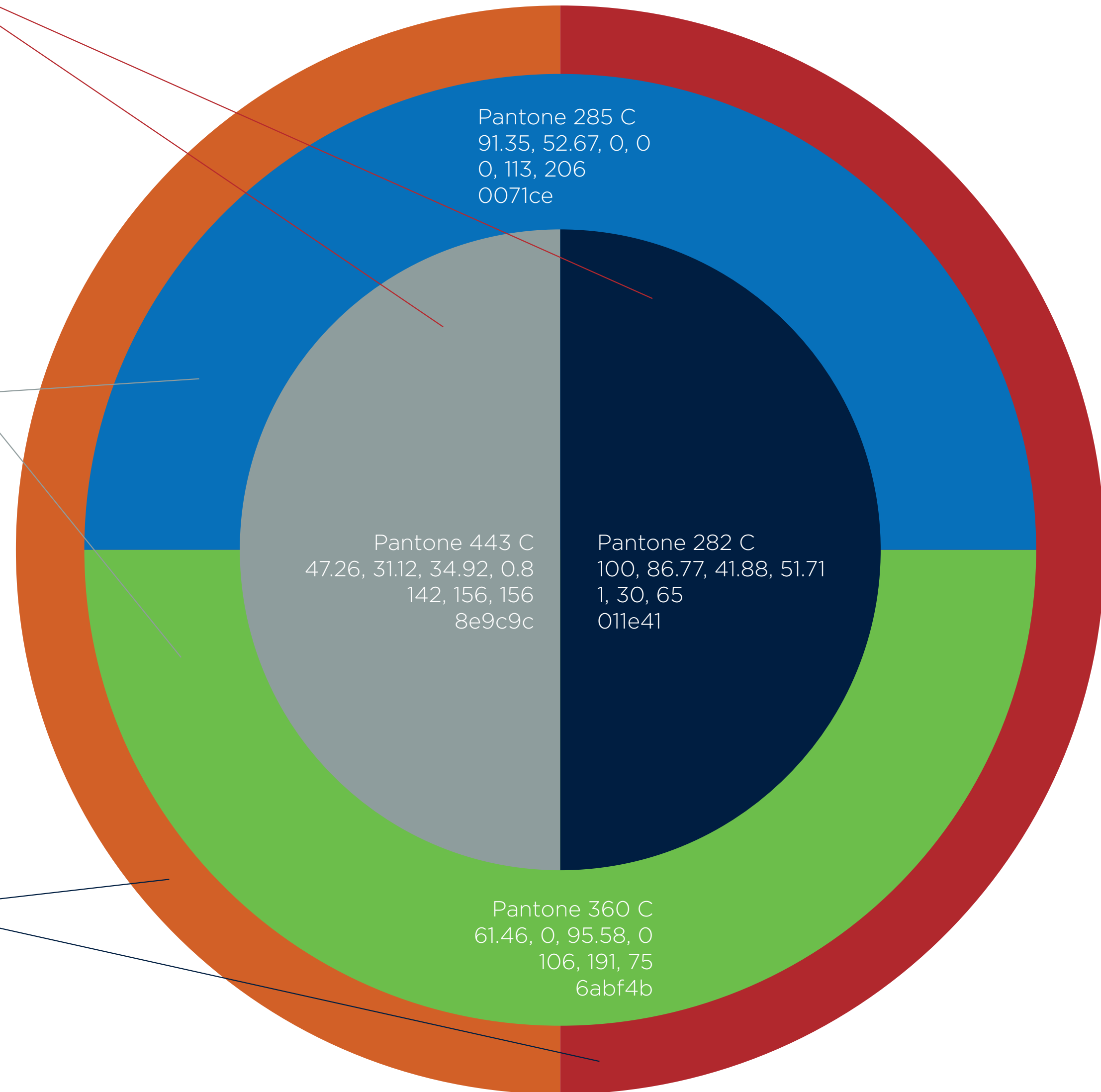
Tertiary Colors: Mainly for use on collateral and swag items. Not for use on official documents or presentations

Primary

Secondary

Pantone 159 C
13.48, 74.86, 100, 2.84
209, 94, 20
d15e14

Tertiary



Pantone 285 C
91.35, 52.67, 0, 0
0, 113, 206
0071ce

Pantone 443 C
47.26, 31.12, 34.92, 0.8
142, 156, 156
8e9c9c

Pantone 282 C
100, 86.77, 41.88, 51.71
1, 30, 65
011e41

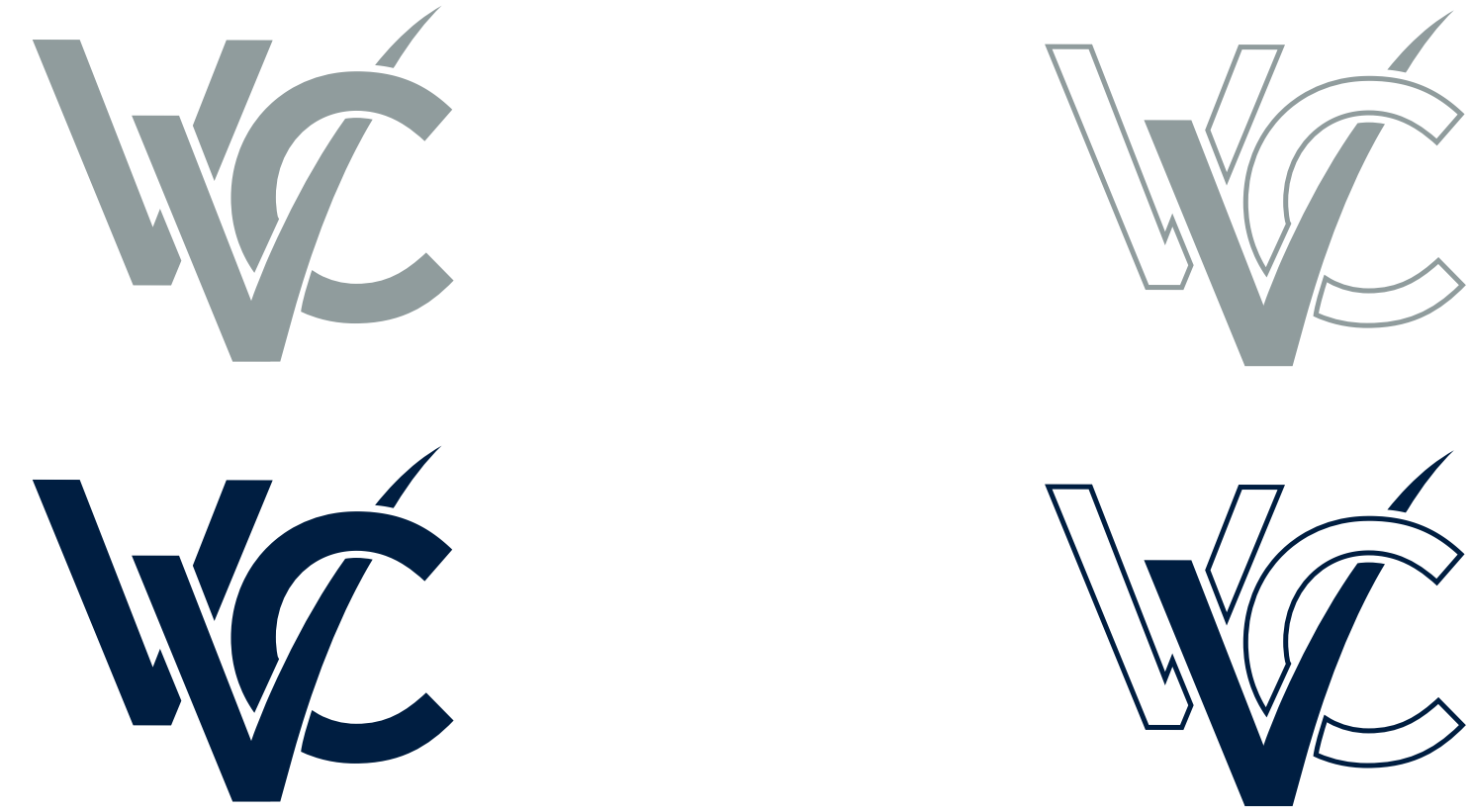
Pantone 360 C
61.46, 0, 95.58, 0
106, 191, 75
6abf4b

Pantone 1805 C
21.23, 96.63, 90.34, 12.13
178, 41, 46
b2292e



1 Color version only should be used in reversing to white

1 COLOR, PRIMARY & SECONDARY COLOR in LOGOS



1 Color version should only be used in primary colors



2 Color Primary color way will be used on all major materials, presentations, Secondary color way will be used on special materials, such as merch, advertisements, and marketing collateral.