



DESIGN
GUIDELINES
2019

THE LOGO - STACKED & HORIZONTAL

CLEAR SPACE



NEGATIVE VS FULL COLOR



PANTONE VS CMYK



INCORRECT LOGO USAGE

- Don't stretch the logo disproportionately
- Don't change the colors of the logo
- Don't rotate the logo
- Don't alter the internal spacing of the logo
- Don't use the logo over a distracting background
- Don't add effects (glows, shadows, etc.) to the logo
- Don't recreate the logo with a different typeface or add text
- Don't alter the proportions of the logo components
- Don't rearrange the components of the logo

COLOR PALETTE

PRIMARY COLORS



Pantone 1375 C



Pantone 116 C



Pantone 7544 C



Pantone 7545 C



C0 M56 Y98 K0
#ff9e18



C0 M32 Y94 K0
#ffcd00



C62 M42 Y39 K23
#758592



C78 M53 Y47 K43
#415364

SECONDARY COLORS



C69 M8 Y63 K0
#55ab7b



C88 M56 Y29 K13
#255d82



C0 M76 Y43 K0
#eb5c6d



C100 M100 Y100 K100
#000000

SHAPE AND GRADIENT



Weight min 4pt

#db653d

#f2bd5b

TYPOGRAPHY - PRIMARY TYPEFACES

LATO
LIGHT/REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789!@#%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789!@#%&

OSWALD
LIGHT/REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789!@#%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789!@#%&

LATO
MEDIUM/BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789!@#%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789!@#%&

OSWALD
MEDIUM/SEMIBOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789!@#%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789!@#%&