



DESIGN  
**GUIDELINES**  
2021

# THE LOGO - STACKED & HORIZONTAL

## CLEAR SPACE

x		
2x		
x		

x		
2x		
x		

## PANTONE VS CMYK



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## NEGATIVE VS FULL COLOR



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## INCORRECT LOGO USAGE

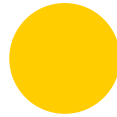
- Don't stretch the logo disproportionately
- Don't change the colors of the logo
- Don't rotate the logo
- Don't alter the internal spacing of the logo
- Don't use the logo over a distracting background
- Don't add effects (glows, shadows, etc.) to the logo
- Don't recreate the logo with a different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



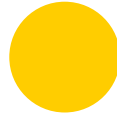
Pantone 7544 C



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



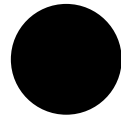
C69 M8 Y63 K0  
#55ab7b



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!@#%&

LATO

MEDIUM/BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#%&

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**OSWALD**  
LIGHT/REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&

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**OSWALD**  
MEDIUM/SEMIBOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&

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