



# Branding Guidelines One-Sheet

## Color Palette

### Primary Brand Colors



HEX	#AAB923	#6B6053	#004862
RGB	170/185/35	107/96/83	0/72/98
CMYK	20/0/100/18	50/50/60/30	100/27/0/62
Pantone	583 C	Warm Gray 11 C	4160 C

### Secondary Brand Colors



HEX	#707A17	#414042	#2FBAC7	#911E37	#E45D2	#F3AE21	#20302F
RGB	112/122/23	65/64/66	47/186/199	145/30/55	228/93/38	243/174/33	32/48/47
CMYK	8/0/81/52	2/3/0/74	76/7/0/22	0/79/62/43	0/59/83/11	0/28/86/5	33/0/2/81
Pantone	P 162-8 C	4287 C	2199 CP	1955 CP	1655 CP	7409 C	433 CP



HEX	#E4E4E4	#FFFFFF
RGB	228/228/228	255/255/255
CMYK	0/0/0/11	0/0/0/0
Pantone	9042 C	P 1-1 U

## Fonts

**RALEWAY EXTRABOLD**  
**RALEWAY BOLD**  
 RALEWAY SEMIBOLD

Raleway is a stylized sans-serif font that should almost always be used in all capital letters. Primary use is for headings.

**Titillium Web Bold**  
 Titillium Web SemiBold  
 Titillium Web Regular

Titillium Web is a blocky sans serif font that should usually be used in Sentence Case (mix upper and lower case). Primary uses are body text and subheadings.

**ROBOTO BOLD**  
 Roboto Regular  
 Roboto Thin

Roboto is a clean sans serif font that can be used in all capital letters or sentence case, for both headings and body text.