



Branding Guide

Our Brand Elements



Primary Logo



Signature Icons



Secondary Logo

Our Brand Colors



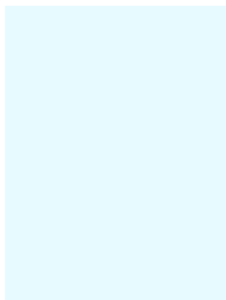
Range Navy

Hex: #1e485f
RGB: 30/72/95
CMYK: 87/43/33/23



Engaging Blue

Hex: #0080c4
RGB: 0/128/96
CMYK: 92/24/2/0



Pale Blue

Hex: #e6faff
RGB: 230/250/255
CMYK: 9/2/2/0



Complimentary Orange

Hex: #ffd899
RGB: 255/216/153
CMYK: 3/14/35/0



Brilliant Pink

Hex: #ea008a
RGB: 234/0/138
CMYK: 2/99/2/0



Giving Green

Hex: #80c141
RGB: 30/72/95
CMYK: 50/4/81/0



Approximate Color Ratios

Our Typeface

Primary Typeface

Work Sans

Work Sans is our primary font to be used in headings, body, copy, icon, creation, etc. Work Sans is a very clean, legible typeface that works well in conjunction with our graphics.

Variations

- Work Sans Light
- Work Sans Regular
- Work Sans Medium
- Work Sans SemiBold
- Work Sans Bold
- Work Sans ExtraBold

Secondary Typeface

Playlist Script

Playlist Script is a secondary font choice to be used only in small amounts. It should be used for special headings or titles to signify something different. Playlist Script is a fun, playful typeface that looks great in combination with Works Sans. This typeface has no variations.

