

BRAND GUIDE



METHOD
& MEDIUM

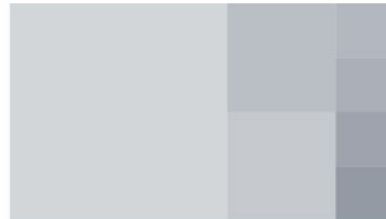
Brand Guideline:

COLOR PALETTE



Use: Primary color.

Pantone: P 103-14 C
CMYK: 84/81/25/10
RGB: 57/70/122
Hex: #39467A



Use: Off-white/blocking color.

Pantone: 427 CP
CMYK: 16/11/11/0
RGB: 210/214/217
Hex: #D2D6D9



Use: Bold, receding color.

Pantone: P 179-16 C
CMYK: 76/69/65/86
RGB: 6/7/11
Hex: #06070B



Use: Accent or pop within imagery.

Pantone: 7452 U
CMYK: 51/38/0/0
RGB: 125/153/255
Hex: #7D99FF



HOW TO USE THE LOGO



Allow for one "cursor" of space around entire logo

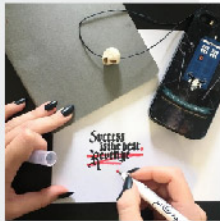
- Use vertical logo unless it is absolutely necessary to use horizontal logo for legibility or spacing issues
- Use the white logo as often as possible - unless the logo is on a light color. Do not sub navy for black unless directed otherwise
- Logo MUST have white space around it that is at least equal to the "cursor" width on all sides
- "Cursor" (both primary and secondary) can be removed from the logo leaving only the type when simplicity is needed - but only sparingly
- Use of semi-transparent logo is approved if it is clearly legible
- Icon can be used without text when necessary



FONT FAMILIES



Correctly.
This is the proper
heirarchy for
font usage within
this brand.



ANIVERS BOLD

Use: Logotype: bold, all caps, 20 pt, 124 leading. [Do not use in any other format.](#)

Other Styles Used: No additional styles.

Do Not: Use in any other application except for the logo.

ROBOTO CONDENSED BOLD

Use: Title/Impact- Roboto Condensed Bold is used for H1's, H2's, and impact text - most often used in all-caps

Other Styles Used: Roboto Condensed Regular, can be used without all-caps

Do Not: Use for large amounts of text or in more than 1 brief sentence

Raleway Regular

Use: Body - Raleway Regular is used for large amounts of text and body content. Medium and Semibold styles can be used within content to highlight links or on its own for accent text.

Other Styles Used: Medium, Semibold, can use all-caps when necessary, Italic can be used for accent text

Do Not: Use as large title, use for pull-quotes

Brand Guideline:

HOW NOT TO USE THE LOGO



This Invades Logo Borders

- Do not move, resize, reverse, flip, or alter the 'cursor' in any way
- Do not mix and match the 'cursor' elements
- Do not use invade the white space around the logo
- Do not mix and match colors - the logo should be navy, black, or white in all circumstances unless specifically told otherwise
- Do not use the logo with multiple colors
- Do not use non-brand colors in the logo
- Do not use the logo at an angle without special permission
- Do not place the text in single line



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