

Quick Style Guide

PRIMARY LOGOS



SECONDARY LOGOS



GENERAL APPLICATION

The **Primary Logos** should be used for most applications (either one is acceptable) on white and light color backgrounds.

The **Secondary Logo** can be used on black or dark backgrounds, as long as the blue color does not clash with the background color (otherwise default to **Black and White Logos**).

B/W LOGO



STACKED LOGO



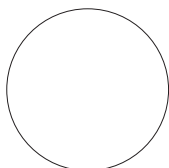
STAIR ICON



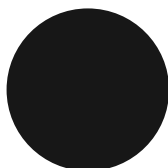
The **Stacked Logo** can be used in situations where you need to maximize the logo size for a narrow or squared space (i.e. narrow banners ads, merch).

The **Stair Icon** can be used as a design element/logo as long as it accompanies the full logo mark.

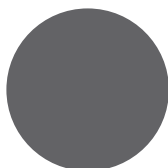
PRIMARY BRAND COLORS



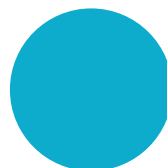
#FFFFFF
CMYK = 0, 0, 0, 0
RGB = 255, 255, 255



#191919
CMYK = 73, 67, 65, 78
RGB = 25, 25, 26



#636466
CMYK = 0, 0, 0, 75
RGB = 99, 100, 102
PMS COOL GRAY 10C



#00ACCD
CMYK = 74, 10, 15, 0
RGB = 0, 173, 204
PMS 312

TYPEFACES

Headline:
URW DIN, Sentence Case/All Cap

Subhead:
Adobe Caslon Pro, Italic/Bold Italic, All Caps

Body:
URW DIN, Sentence Case

Lorem Ipsum

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nisi tortor, porta sit amet mauris et, pellentesque semper odio. Sed non commodo augue. Fusce nec mattis neque. Morbi bibendum urna at justo dictum, eget vulputate metus dignissim. Praesent at semper elit. Vivamus augue leo, pellentesque egestas lobortis ac, maximus ac arcu.