For light backgrounds, use the full color logo as seen on the left. For darker backgrounds, use the all-white logo on the right. In both instances, be sure to leave the optimal amount of space around the logo, as illustrated by the blue box. Never distort or stretch the logo or add any visual effects (drop shadow, outline, etc.) to the logo.

**Heading: Montserrat Extra Bold**

**Sub-Heading: Montserrat Medium**

For body copy for printed items, use the typeface **Proxima Nova**. The ideal font size is 9 with leading of 14. To add emphasis, use **Proxima Nova Bold**. This typeface should be used for printed items only.

For body copy for digital items, use the typeface **Roboto**. The ideal font size is 9 with leading of 14. To add emphasis, use **Roboto Bold**. If an item will be both printed and consumed digitally, use **Roboto**.

If the above typefaces are not available, you may use **Tahoma Regular**. This typeface can be used for emails and other internal-use communication. This typeface is not ideal for collateral or the website.

**PRIMARY**

- Color code: #2B8FC4
- Color code: #58CBF5

**SECONDARY**

- Color code: #4A2E6D
- Color code: #22418A
- Color code: #A8244C
- Color code: #8AC240
- Color code: #EB652A
### Brand Guidelines

#### LOGO

For light backgrounds, use the full color logo as seen on the left. For darker backgrounds, use the all-white logo on the right. In both instances, be sure to leave the optimal amount of space around the logo, as illustrated by the blue box. Never distort or stretch the logo or add any visual effects (drop shadow, outline, etc.) to the logo.

#### TYPOGRAPHY

**Heading: Montserrat Extra Bold**  
**Sub-Heading: Montserrat Medium**

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#### COLORS

**PRIMARY**

- #22418A
- #EB652A

**SECONDARY**

- #2B8FC4
- #59CCF5
- #A8244C
- #8AC240
- #4A2E6D
Brand Guidelines

For light backgrounds, use the full color logo as seen on the left. For darker backgrounds, use the all-white logo on the right. In both instances, be sure to leave the optimal amount of space around the logo, as illustrated by the blue box. Never distort or stretch the logo or add any visual effects (drop shadow, outline, etc.) to the logo.

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If the above typefaces are not available, you may use Tahoma Regular. This typeface can be used for emails and other internal-use communication. This typeface is not ideal for collateral or the website.

**PRIMARY**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2B8FC4</td>
<td></td>
</tr>
<tr>
<td>#58CBF5</td>
<td></td>
</tr>
</tbody>
</table>

**SECONDARY**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
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</thead>
<tbody>
<tr>
<td>#4A2E6D</td>
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**Heading: Montserrat Extra Bold**

Sub-Heading: Montserrat Medium

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### PRIMARY

![Logo Colors](#22418A)

![Logo Colors](#0383A8)

### SECONDARY

![Logo Colors](#EB652A)

![Logo Colors](#59CCF5)

![Logo Colors](#A8244C)

![Logo Colors](#8AC240)

![Logo Colors](#4A2E6D)
For both light and dark backgrounds, use the logo pictured above. In both instances, be sure to leave the optimal amount of space around the logo, as illustrated by the gray box. Never distort or stretch the logo or add any visual effects (drop shadow, outline, etc.) to the logo.

**Heading: Montserrat Extra Bold**  
**Sub-Heading: Montserrat Medium**

For body copy for printed items, use the typeface **Proxima Nova**. The ideal font size is 9 with leading of 14. To add emphasis, use **Proxima Nova Bold**. This typeface should be used for printed items only.

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**PRIMARY**

- #8AC240  
- #58CBF5

**SECONDARY**

- #2B8FC4  
- #22418A  
- #A8244C  
- #4A2E6D  
- #EB652A
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**PRIMARY**

- #22418A
- #0383A8

**SECONDARY**

- ##0383A8
- #59CCF5
- #A8244C
- #8AC240
- #4A2E6D