

# brand guidelines

JULY 2020



# logo



**one color**



**full color**



**over a solid color**



# color



**100 c 62 m 7 y 0 k**  
pantone **300**  
**0 r 100 g 168 b**



**67 c 52 m 44 y 17 k**  
pantone **431**  
**91 r 103 g 113 b**



**3 c 12 m 100 y 0 k**  
pantone **12**  
**248 r 215 g 8 b**

secondary colors

## primary colors

**100 c**  
**70 m**  
**25 y**  
**68 k**

**52 c**  
**31 m**  
**39 y**  
**2 k**

pantone  
**282**

pantone  
**5497**

**1 r**  
**30 g**  
**65 b**

**131 r**  
**153 g**  
**150 b**

**100 c**  
**70 m**  
**0 y**  
**25 k**

**44 c**  
**29 m**  
**25 y**  
**0 k**

pantone  
**286**

pantone  
**7543**

**0 r**  
**70 g**  
**137 b**

**149 r**  
**164 g**  
**174 b**

# font



logo font

## VINCENTE REGULAR

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## sub-head & body font

light  
regular  
medium  
semibold  
bold  
heavy  
black

## LATO FONT FAMILY

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regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# minimum clearance

leave clear space



Leave clearance around the logo, at minimum the height of the "V".

# rules

**DO NOT** place the transparent logo over non-brand colors.



**DO NOT** place the transparent logo over busy images.



**DO NOT** rotate the logo.



**DO NOT** deviate from brand colors.



**DO NOT** crop the logo.

