

HORIZONTAL LOGO



VERTICAL LOGO



INVERSE LOGO



KNOCKOUT LOGO



TYPOGRAPHY

PRIMARY

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY

Parkinsans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

HEX 0D255C
PMS 2758 C / PMS 288 U
CMYK 100 95 5 39

HEX FF4CC6
PMS 225 C / PMS 225 U
CMYK 4 88 0 0

HEX 231F20
CMYK 0 0 0 100

HEX ABABAB
PMS COOL GRAY 5 C / PMS COOL GRAY 3 U
CMYK 13 9 10 27

HEX EDEDED
PMS COOL GRAY 1 C / PMS COOL GRAY 1 U
CMYK 4 2 4 8

PHOTOGRAPHY

