

Visual identity brand guidelines

Logo



Logo full version color



Logo full version black



Logo full version white



Logo short version color



Logo short version black

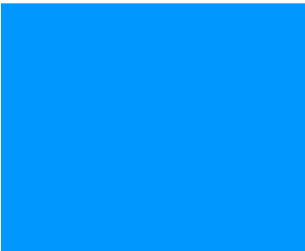


Logo short version white

Color Palette



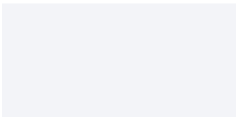
Innovation blue
HEX: #1E65A5
RGB: 30, 101, 165
CMYK: 90, 62, 8, 0
PMS: 2151 C / 2935 U



Sky
HEX: #0098FE
RGB: 0, 152, 254
CMYK: 71, 35, 0, 0
PMS: 2727 C / 2727 U



Midnight
HEX: #2C4652
RGB: 44, 70, 82
CMYK: 84, 62, 50, 37
PMS: 2216 C / 5463 U



Stone
HEX: #F3F4F8
RGB: 243, 244, 248
CMYK: 90, 62, 8, 0
PMS: 663 C / 656 U



Sage
HEX: #198077
RGB: 25, 128, 119
CMYK: 81, 34, 56, 9
PMS: 4167 C / 328 U



Highlight yellow
HEX: #F8D33B
RGB: 248, 212, 60
CMYK: 4, 13, 87, 0
PMS: 128 C / 128 U



Action magenta
HEX: #D30084
RGB: 211, 0, 132
CMYK: 14, 100, 7, 0
PMS: 219 C / 226 U



Warning red
HEX: #E4002B
RGB: 89, 228, 0
CMYK: 4, 100, 92, 0
PMS: 185 C / Red 032 U

Typography

Helvetica Neue (Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue (Light)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Merriweather Light (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Merriweather Light (Italic)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography (PowerPoint-specific)

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Georgia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Georgia Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890