VISUAL IDENTITY AT A GLANCE

LOGO

PRIMARY LOCKUPS

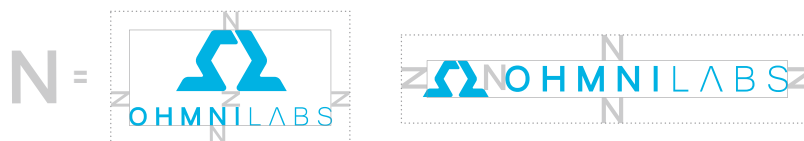BRAND MARK

WORD MARK

BRAND MARK   WORD MARK

VARIATIONS

ALTERNATIVE CONFIGURATIONS

CLEARSPACE IS DETERMINED BY USING THE "N" FROM THE LOGO

N =

COLOR

PRIMARY

	306 C	289 C	COOL GREY 7 C	WHITE
PANTONE				
CMYK	81.4.5.0	99.84.45.51	43.35.35.1	
RGB	178.227	10.34.64	125.152.154	
HEX	#00B2E3	#0A2240	#98989A	

SECONDARY

#0B233A	#0A2240	#0785CB	#3DE8FF	#CCCCCC	#F4F4F4
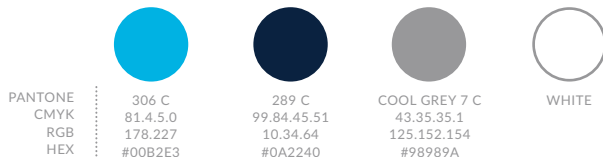
TYPOGRAPHY

PRIMARY TYPEFACES

RESTRICTED DIGITAL USE

Barlow

Barlow Condensed Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#!&/?

Barlow Semi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#!&/?

Lato

Lato Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#!&/?

Lato Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#!&/?

Lato SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#!&/?

Ariel

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#!&/?

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When Barlow and Lato unavailable in digital situations, Arial is the recommended typeface for presentations, documents and spreadsheets email and other communication developed for internal distribution.