

AN AT-A-GLANCE VISUAL BRAND REFERENCE GUIDE

This quick-reference tool ensures brand consistency across all materials. Keep it in your workspace, notebook, or laminate it for easy access whenever needed.

Logos



Color Palette

YELLOW

SPOT PMS 116
CMYK 0, 15, 90, 0
RGB 255, 206, 0
HEX FFE000

BRIGHT ORANGE

SPOT PMS 151
CMYK 0, 60, 100, 0
RGB 255, 131, 0
HEX FF8300

ORANGE

SPOT PMS 1665
CMYK 10, 80, 100, 0
RGB 225, 70, 2
HEX E14602

GRAY

SPOT PMS 405
CMYK 50, 50, 60, 25
RGB 105, 97, 88
HEX 696158

Alternative Brand Typography for Digital Applications

PRIMARY DIGITAL ALTERNATIVE

Rockwell

Best used for headlines, introductions, and captions to maintain a strong visual identity.

ROCKWELL REGULAR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +

ROCKWELL BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +

SECONDARY DIGITAL ALTERNATIVE

Calibri

Primarily used for body copy, this font also works for subheadings and introductions alongside Rockwell. **This font should be used for all email signatures and body copy.**

CALIBRI REGULAR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +

CALIBRI BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +