









# Color Palette







## PRIMARY

			
<b>PANTONE 287</b> C=100 M=74 Y=0 K=0 R=0 G=81 B=145 HEX= #005191	<b>PANTONE 659</b> <b>OR 287C AT 52%</b> C=55 M=40 Y=0 K=0 R=83 G=158 B=208 HEX= #539ED0	<b>PANTONE 179</b> C=0 M=85 Y=89 K=0 R=255 G=68 B=59 HEX= #FF443B	<b>PANTONE 143</b> C=0 M=34 Y=86 K=0 R=255 G=179 B=81 HEX= #FFB351

## SECONDARY

			
<b>BLACK</b> C=0 M=0 Y=0 K=100 R=0 G=0 B=0 HEX= #000000	<b>PANTONE 152</b> C=0 M=60 Y=100 K=0 R=245 G=120 B=20 HEX= #F57814	<b>PANTONE BLACK 50%</b> C=0 M=0 Y=0 K=50 R=150 G=150 B=150 HEX= #969696	<b>WHITE</b> C=0 M=0 Y=0 K=0 R=255 G=255 B=255 HEX= #FFFFFF

## LOGO COLOR VERSIONS

	Preferred Spot Color version	CMYK Version	RGB Version
			
	 Pantone 287    Pantone 659    Pantone 179    Pantone 143	 C=100 M=74 Y=0 K=0    C=55 M=40 Y=0 K=0 C=0 M=85 Y=89 K=0    C=0 M=34 Y=86 K=0	 R=0 G=82 B=145 #636466    R=83 G=158 B=207 #539ECF R=240 G=72 B=65 #F04841    R=251 G=178 B=83 #FBB253

# Fonts

## ROBOTO CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)

## Roboto Bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)

## Roboto Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)

**Note:** Trade Gothic and Meta have been discontinued and should no longer be used moving forward.

## SUBSTITUTE FONT FOR EXTERNAL USE

### Arial Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)

### Arial Bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)