



Brand Guidelines.

pivot around U

Content.

Brand Guidelines Content.

Introduction

Logo Structure

Logo Applications

Text Hierarchy

Alternative Texts

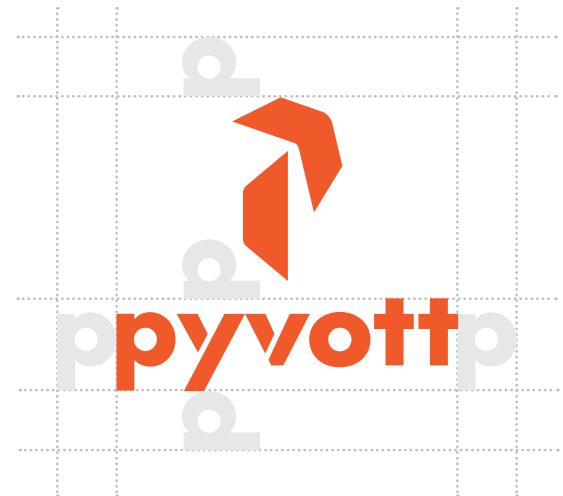
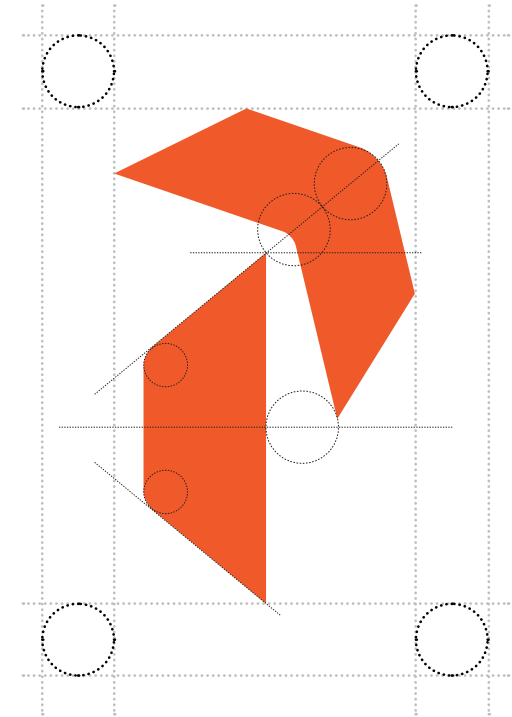
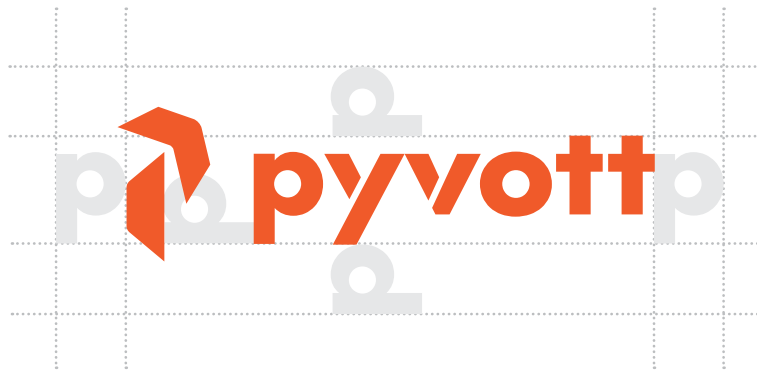
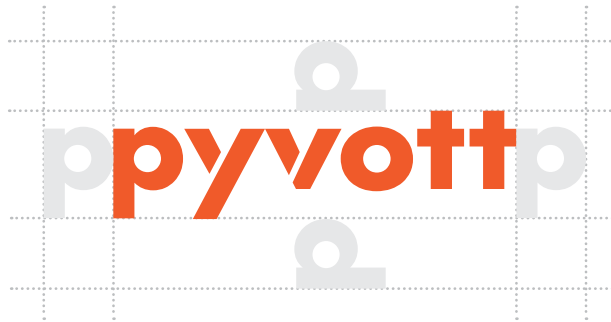
Colors



Logotype.

Logo Structure.

Logos are a point of identification; they're the symbol that customers use to recognize your brand. A good logo is a visual, aesthetically pleasing element. Please adhere to the integrity of this logo by not changing its structure or proportions. No alterations will be allowed.



Logo Colors Applications.

A logo always gives a message to the audience. Here are approved layouts and color combinations pertaining to the logo.



Typography.

Futura BT.

Primary Typeface Weights

AaBbCc

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)

Italic.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)*

Bold.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)**

Bell MT.

Secondary Typeface Weights

AaBbCcDd
EeFfGg
123456789
(+;%@*)

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:_*")

Italic.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:_*")*

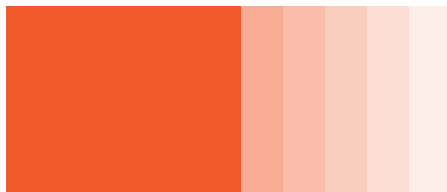
Bold.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:_*")**

The Colors.

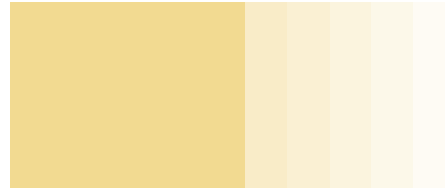
Color Palette. Master Colors

PMS 172 C



CMYK 0 / 80 / 94 / 0
RGB 240 / 90 / 42
Color F05A2A

Color 1



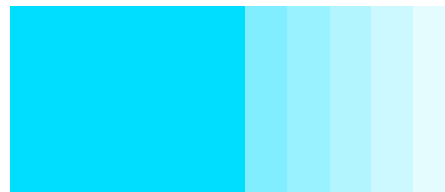
CMYK 6 / 11 / 51 / 0
RGB 242 / 218 / 145
Color #f2da91

50% Grey



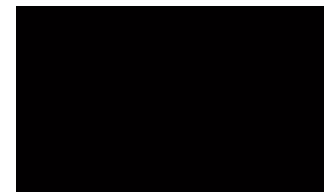
CMYK 0 / 0 / 0 / 50
RGB 147 / 149 / 152
Color #939598

Color 2



CMYK 58 / 0 / 5 / 0
RGB 83 / 200 / 234
Color #53c8ea

Rich Black



CMYK 40 / 40 / 40 / 100
RGB 2 / 0 / 0
Color #020000

Color 3



CMYK 30 / 0 / 100 / 0
RGB 191 / 215 / 48
Color #bfd730

