



BRAND GUIDELINES

OCTOBER 2026

01 — LOGO USAGE



Primary Logo

Use on white or light backgrounds



White Logo

Use on Brand colors, gradients, dark backgrounds, and dark imagery



Black Logo

Used on older materials, use sparingly - primarily on black and white documents.

02 — COLORS

PRIMARY COLORS



BLUE
#205A81
Primary Brand Color

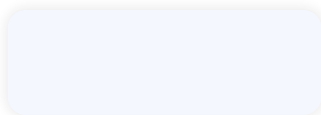


GRAY
#4C504D
Text and supporting elements

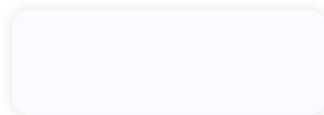


ORANGE
#EE5A24
Accent and emphasis

BACKGROUND COLORS



Blue-White
#F4F7FE



Off White
#FAFBFF

DARK BLUE



#01314C
Darker extension of the primary blue

03 — GRADIENTS

Gradients are a key part of the visual language and are primarily used to create depth and dimension.



#250A81 → #01314C
Primary blue gradient — Backgrounds, banners, cards etc.



#EE5A24 → #C94827
Orange Gradient — Used in forms + a secondary gradient option

04 — TYPOGRAPHY

TYPEFACES

01 — BEBAS NEUE

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Primary display typeface

Used for headers, titles, and prominent messaging

02 — ROBOTO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Supporting Typeface

Used for body copy, captions, and subtitles

03 — LATO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternate supporting typeface

Used more in earlier materials; recent materials have primarily used Roboto

TYPE TREATMENT

TITLE / HEADER

Bebas Neue
#205A81
All caps

SUBTITLE / Subhead

Roboto or Lato
#4C504D
Bold
All caps or Normal capitalization

Body copy is regular with **bold for emphasis**. It should be clear, legible, and easy to read across all materials

Roboto or Lato
#4C504D
Regular
Normal capitalization

Sizes

There are no fixed font sizes. Size should adapt to the format and content while maintaining clear hierarchy.

Supporting Typeface Rule

Choose Roboto or Lato for each design and stay consistent. Avoid mixing them both into a design.

CONTACT INFORMATION

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