

Branding Book

Our logo

Our logo is the foundation of our visual identity and given a place of pride persistently in the upper left corner of our materials. It is constructed of three red pillars, representing our values and our aspirations.

LOGO MARK

WORD MARK



FULL LOGO

WE USE

Our Full Logo



Our Logo Mark Alone



WE DON'T USE

Our Word Mark Alone



[DOWNLOAD LOGOS](#)

Logo Colors



FULL COLOR LOGO

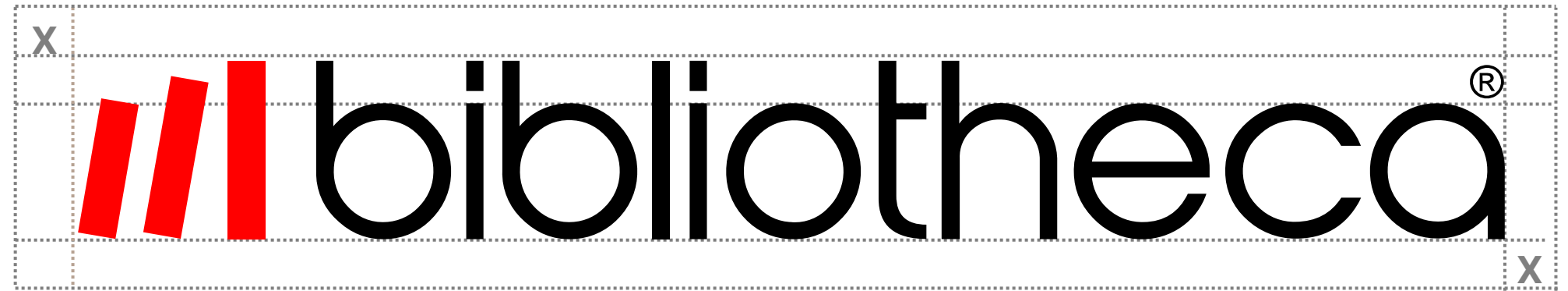
WE USE
MONOCHROMATIC VARIATIONS



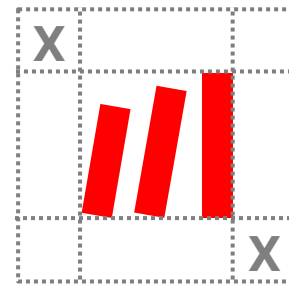
WE MINIMIZE THE USE OF RED ON BLACK,
SO USE THIS VERSION, IF APPROVED BY
CORPORATE MARKETING



Logo Size + Clear Space

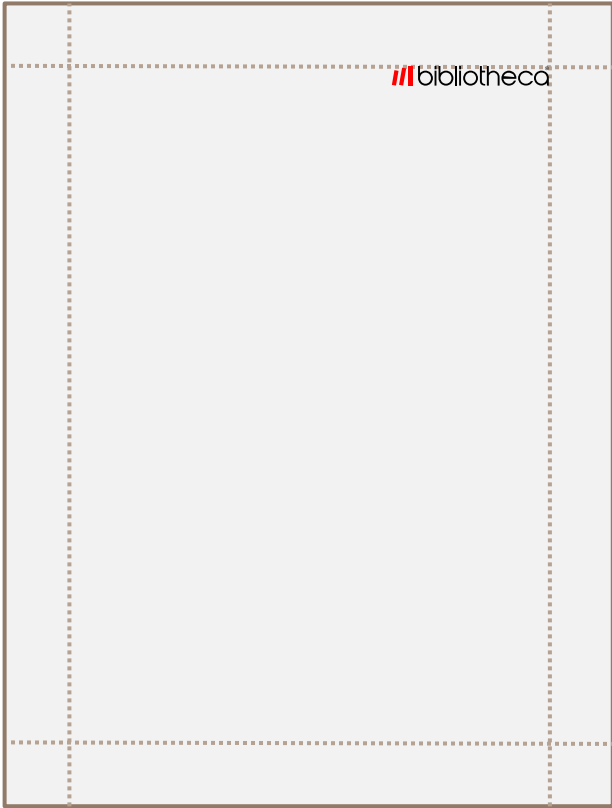


0.433 INCH -1.1 CM



FULL LOGO MINIMUM SIZE -0.23622 INCH -0.6 CM HEIGHT

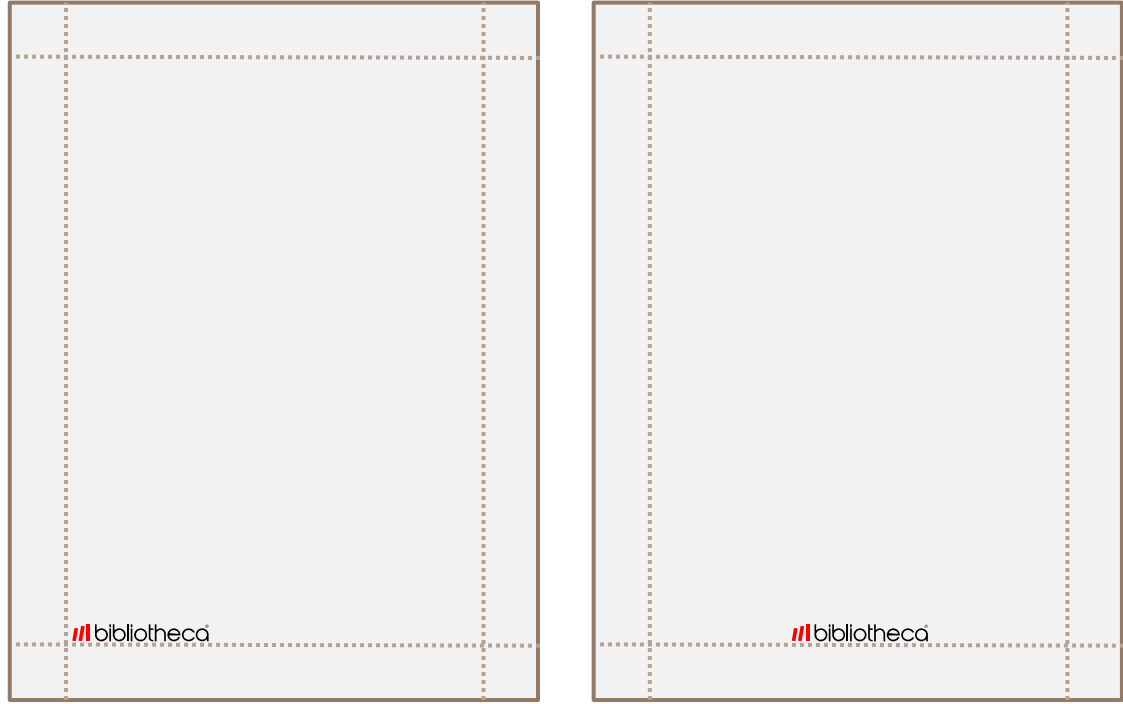
Logo Placement



DOCUMENTS POSITION



WEBSITE POSITION



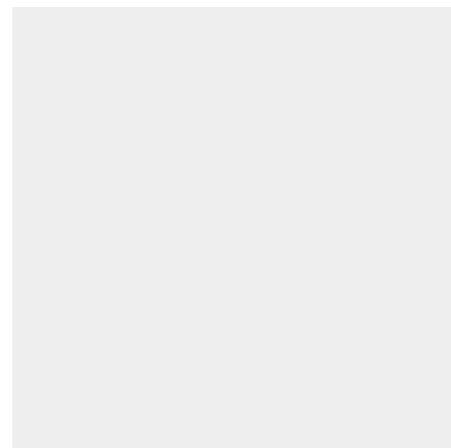
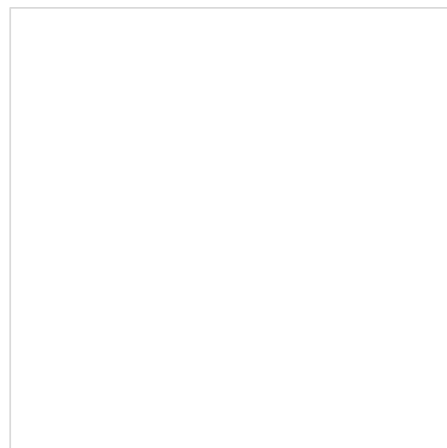
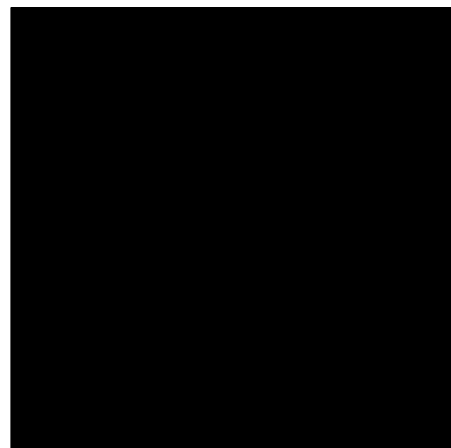
APPROVAL NEEDED



DO NOT USE

Our Color Palette

Our main colors are white and black and additional gray backgrounds for contrast. Red is our primary color for links and used to cue important interaction opportunities.



All text is black.

Red is ok for arrows, icons and other shapes. Not for text. **NO RED TEXT**

No black text over red backgrounds.

BLACK

RGB
0/0/0

Hex
#000000

WHITE

RGB
255/255/255

Hex
#FFFFFF

LIGHT GRAY

RGB
238/238/238

Hex
#EEEEEE

RED

RGB
238/0/0

Hex
#EE0000

READ MORE 

~~READ MORE ~~

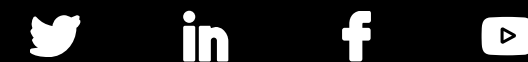
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