



Typography

Gotham Bold used as Primary logo font.

Gotham Medium used as logo subhead.

Gotham Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

Gotham Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

Two-color logo

Pantone 638 C
Pantone 7480 C



One-color logo

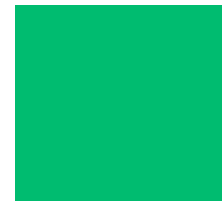


Logo Colors

Logo has been built with two colors



Pantone 638 C
CMYK: 86, 0, 9, 0
RGB: 0, 175, 215
HEX: 00AFD7



Pantone 7480 C
CMYK: 75, 0, 71, 0
RGB: 0, 191, 111
HEX: 00BF6F

The logo can be used in one-color white option on brand Pantone colors. No other colors are permitted.

Logo paired with imagery

Use the white one-color logo when overlaying on brand colors or photography.

Note: Never overlay single color logos on colors other than the approved brand colors. Also one-color logo options can be used in production of promotional items.



Example full color and one color logo use with brand imagery.