



# BRANDING GUIDE

# COLORS AND TEXTURES



CMYK 65 66 68 82  
RGB 45 41 38

HEX/HTML #2D2926  
PANTONE Black C



CMYK 19 15 16 0  
RGB 204 204 203

HEX/HTML #CCCCCC  
PANTONE 2330 C



CMYK 0 0 0 0  
RGB 255 255 255

HEX/HTML #FFFFFF  
PANTONE 7436 C



CMYK 3 99 97 0  
RGB 228 33 40

HEX/HTML #E42128  
PANTONE 485 C



CMYK 57 48 48 15  
RGB 112 112 113

HEX/HTML #707071t  
PANTONE 424 C

# LOGOS

## PRIMARY VERSION



## SECONDARY VERSION



## BLACK AND WHITE



# EXCLUSION ZONE



The minimum space around the logo is defined by the height of the center portion that houses the text

\*marked as x on the diagram



# FONTS



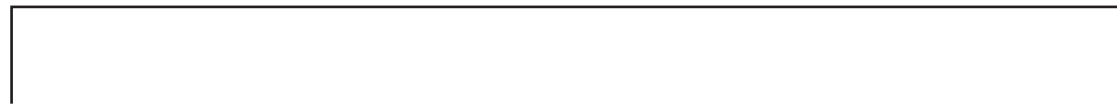
# IMPACT

Headings, links, and buttons

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789.,!@#\$\$%^&\* - + [ ] \ :**

# Arial

Body Copy



Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789.,!@#\$\$%^&\* - + [ ] \ :

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789.,!@#\$\$%^&\* - + [ ] \ :**