

BRAND IDENTITY



Primary Logotype



Logo Icon



Logotype Reverse V1.1



Logotype Reverse V1.2 (one color)

LOGO CLEARSPACE



Margin = 1X

ICON CLEARSPACE

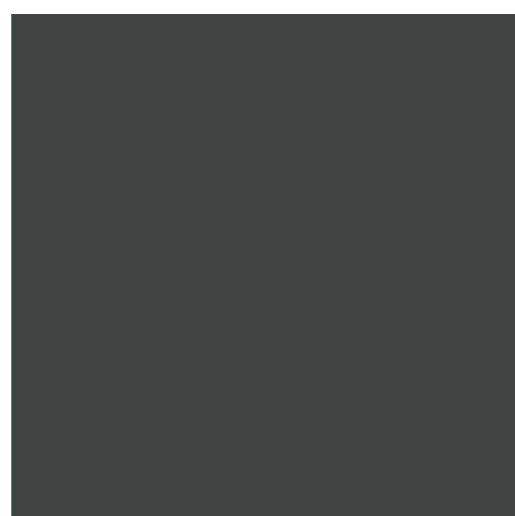


Margin = 1/2X

BRAND COLOR (WEB & PRINT)



Pantone #172
HEX: #ff4713
CMYK: 0/86/100/0



Pantone #446
HEX: #3f4443
CMYK: 69/58/60/44

BRAND SECONDARY COLORS



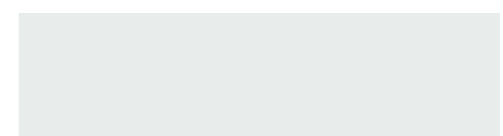
Pantone #444
HEX: #717c7d
CMYK: 58/43/44/9



Pantone #443
HEX: #919d9d
CMYK: 46/31/35/1



Pantone #441
HEX: #bec6c4
CMYK: 26/16/20/0



Pantone #9062
HEX: #e5edeb
CMYK: 9/2/6/0

SUPPLEMENTAL / COMPLIMENTARY BRAND COLORS



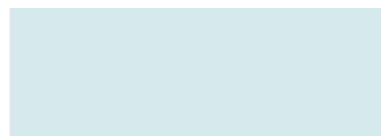
Pantone #295
 RGB: #002855
 CMYK: 100/88/37/35



Pantone #2133
 RGB: #1d57a5
 CMYK: 93/73/2/0



Pantone #292
 RGB: #69b3e7
 CMYK: 54/16/0/0



Pantone #2975
 RGB: #99d6ea
 CMYK: 37/2/5/0



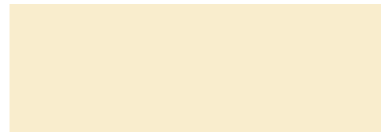
Pantone #7549
 RGB: #ffb600
 CMYK: 0/32/100/0



Pantone #122
 RGB: #fed141
 CMYK: 1/16/85/0



Pantone #127
 RGB: #f3dd6d
 CMYK: 6/8/70/0



Pantone #9140
 RGB: #f2eccb
 CMYK: 5/4/23/0

The brand's color scheme is meant to convey a positive experience with the brand while taking advantage of the sky and sun's color palettes and often associated with positive feelings.

NOTE: While the color green isn't prohibited, it is not recommended to be used where the brand's orange would be on top of the color green as it causes visual discomfort.



HEADLINE TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?_+

Radikal _ Bold

BODY COPY TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*?_+

Avenir Next _ Regular



ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*?_+

Avenir Next _ Medium



PHOTOGRAPHY

While not every photograph is going to be perfectly harmonious with the brand's color scheme, it's important that any highly visible and front facing photographs show the brand in an ideal (if not aspirational) light. This can be done through recoloring and touch-ups and incorporating some of the brand's colors.

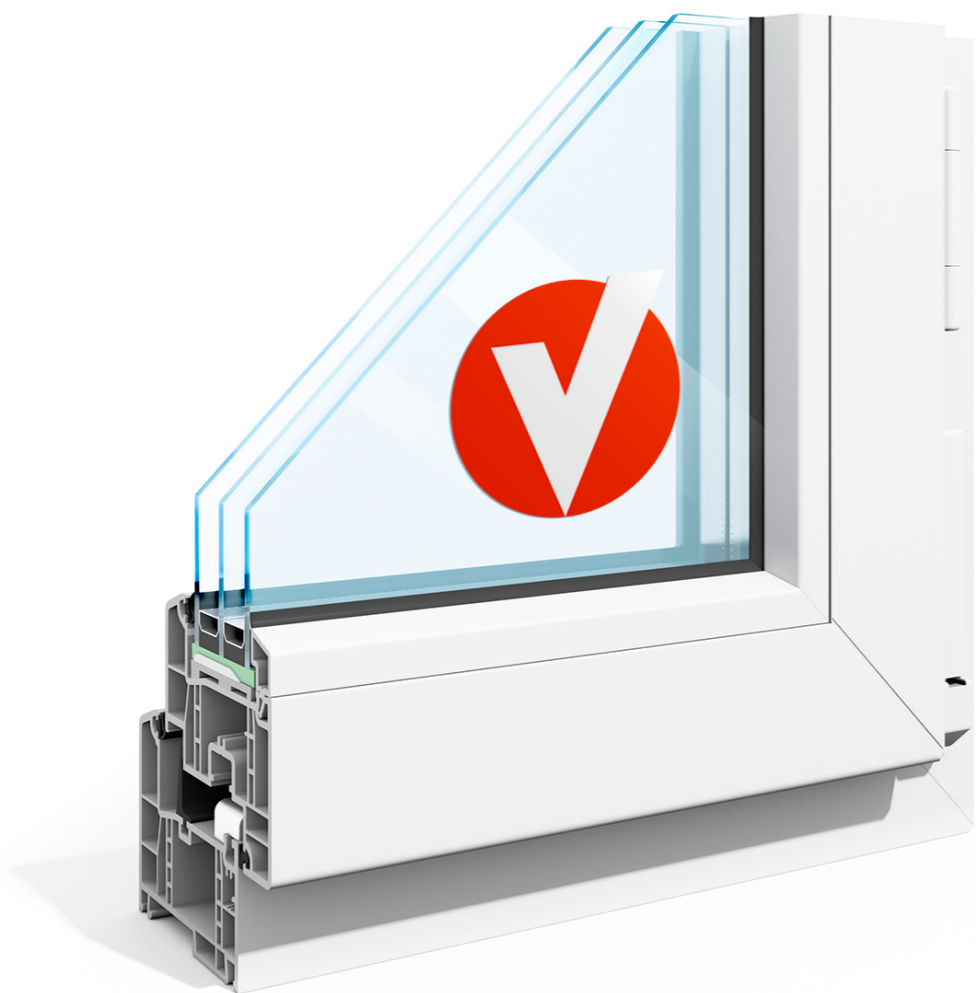
Brand In Use Mockups



BRAND USE AND COLOR

The above illustrates how you can leverage the color scheme to reiterate your brand's characteristics so it's easily identifiable by customers and business partners.

Brand In Use Mockups



Sticker/Decal

In certain cases where size or format doesn't permit a full logo sticker, an icon can act as additional branding.