

# Brand Guide

## Typeface: Calibri

The Calibri font family should be used for all materials (website, invitations, email newsletters, etc.).

## Color Palette

Five specific colors have been approved to represent the brand identity. CMYK is used for full color printing. RGB is meant specifically for screen display (ex, PowerPoint). Hexadecimal is the web color system and is meant specifically for online use.



### VIOLET

**CMYK:** 100/95/5/0

**RGB:** 43/57/144

**HEX:** 2b3990



### BLUE

**CMYK:** 62/13/21/0

**RGB:** 92/176/193

**HEX:** 5cb0c1



### ORANGE

**CMYK:** 5/63/88/0

**RGB:** 233/123/56

**HEX:** e97b38



### RED

**CMYK:** 12/96/89/3

**RGB:** 208/46/50

**HEX:** d02e32



### GRAY

**CMYK:** 0/0/0/70

**RGB:** 109/110/113

**HEX:** 6d6e71

## Logos

The full color version should be used as much as possible. An all-black and all-white version are available as well. Electronic logo files are available in eps, jpg (print usage) and png (online usage) formats.

