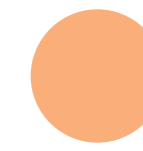# Brand Guide

COLORS:

Main:

 Medium Light Cyan #86c7ed

 Black #000000

Complementary:

 Very Light Cyan #dafoff

 Medium Light Orange #faaf7b

Grayscale:

 For: Very Light Cyan #ededed

 For: Medium Light Cyan #bababa

 For: Medium Light Orange #bbbbbb

LOGOS:

Usage Specifications:

Logos should not be altered to include any other color background. The bars and bridge portion should never appear without the company name. If a smaller logo is needed the alternate logo with Portiko inside the square should be used. Logo used in the font is Le Havre Rounded and this may not be altered.

Main:
Use Stacked and Horizontal versions, as appropriate for most logo use.

Alternative:

Use in grayscale applications. Use in places where a smaller logo without external text would be appropriate.

FONTS:

Headings

Le Havre Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Vista Slab OTCE Reg
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Size specfications:

Due to the larger x-height of the characters of Vista Slab, headings and sub-headings using Le Havre will need to be a larger font size to accommodated for the visual size difference.