# Visual Guidelines

# Logo

## Parent



## Wordmark



## Icon

Note: Any logo format can be recolored with any brand color granted there is sufficient contrast where it will appear.
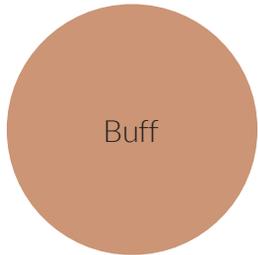
# Color Palette

## Main Palette

**Buff**

PANTONE 4034 C
C20 M44 Y55 K1
R203 G149 B118
Hex #CB9576

**Desert Sand**

PANTONE 4675 C
C13 M24 Y34 K0
R220 G191 B166
Hex #DCBFA6

**Sage**

PANTONE 4178 C
C36 M23 Y42 K0
R168 G175 B153
Hex #A8AF99

**Rosemary**

PANTONE 4222 C
C55 M43 Y61 K16
R114 G117 B99
Hex #727563

**Essex Green**

PANTONE 418 C
C63 M53 Y63 K36
R81 G83 B74
Hex #51534a

## Neutrals

**Jet**

Black C
C67 M64 Y66 K68
R45 G41 B38
Hex #2D2926

**Taupe Gray**

Warm Gray 4 C
C30 M28 Y32 K0
R182 G173 B165
Hex #B6ADA5

**Silver**

Warm Gray 2 C
C21 M19 Y23 K0
R203 G196 B188
Hex #CBC4BC

**Isabelline**

PANTONE 4675 C 20%
C2 M4 Y5 K0
R247 G240 B235
Hex #F7F0EB

# Typography

## Headlines

Use FreightBig Pro for main headlines.

## Subhead Headlines

Use Raleway for subheadings.

## Body Text

Use Lato for body text.

## Accent

Use Billion Reach for accent text.

### FreightBig Pro – Semibold

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

### Lato – Light

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

### Raleway – Regular

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

### Billion Reach – Regular

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890