

Brand Guidelines | Quick Reference

LOGO / PRIMARY

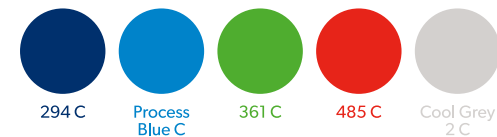


LOGO / VARIATIONS

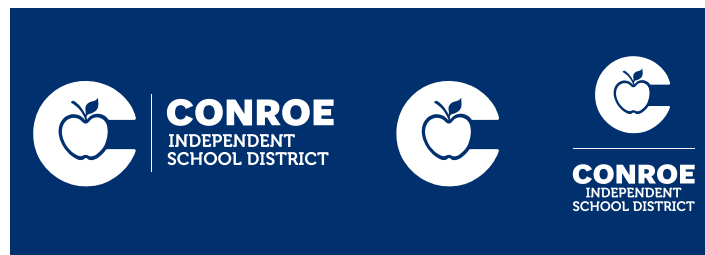
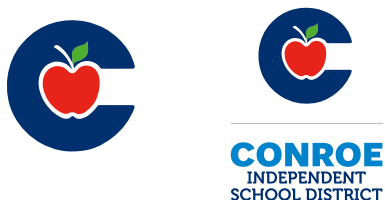


COLORS

PRIMARY / Always used with logo

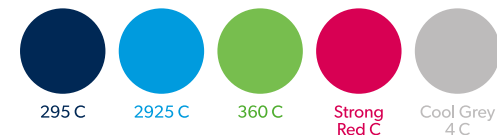


LOGO / ALTERNATE CONSIDERATIONS



COLORS

SECONDARY / Never used with logo



TYPOGRAPHY

PRIMARY TYPEFACES

GIBSON

Gibson Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Semibold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MUSEO SLAB

Museo Slab 300
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Slab 500
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Slab 700
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Slab 900
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri

Calibri Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY

STYLES

HEADLINES / Gibson Semibold

Large Subheads / Gibson Semibold

Medium Subheads / Gibson Regular

Accent Text or Numbers / Museo Slab 900

Paragraph Headlines / Gibson Semibold

Body Copy / Calibri Regular

Legal Copy & Disclaimers / Calibri Regular