

BRAND GUIDE



TYPOGRAPHY

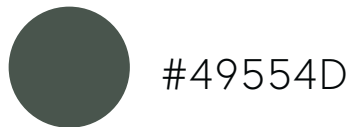
PRIMARY FONT:
LOVELYN

USES: MAIN LOGO FONT, HEADERS, MAJOR CALL OUTS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

Secondary Font:
Europa

USES: SUPPORTING COPY, BODY COPY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345679

COLOR THEORY



SECONDARY — PRIMARY

LOGO

LOGO CAN APPEAR IN COLOR, BLACK OR WHITE
DEPENDENT ON VISIBILITY OF PLACEMENT

