

OUR BRAND



COLORS



PMS 5405
CMYK 74 / 47 / 33 / 7
RGB 78 / 115 / 138
Hex 4e738a
Lab 47 / -9 / -17



PMS Cool Gray 11
CMYK 66 / 57 / 51 / 29
RGB 84 / 86 / 90
Hex 53555a
Lab 36 / 0 / -3

FONTS

DISPLAY TYPE

Hess Oldstyle

Preferred use is all caps.

Hess Old Style Bold

Hess Old Style Expert

Hess Old Style Medium

Hess Old Style Regular

BODY TYPE

Calibri Regular

Preferred use is sentence case.

Calibri Light

Calibri Bold

USAGE

LETTERHEAD

Background logo is 10% screen of Pickell blue.



BUSINESS CARD



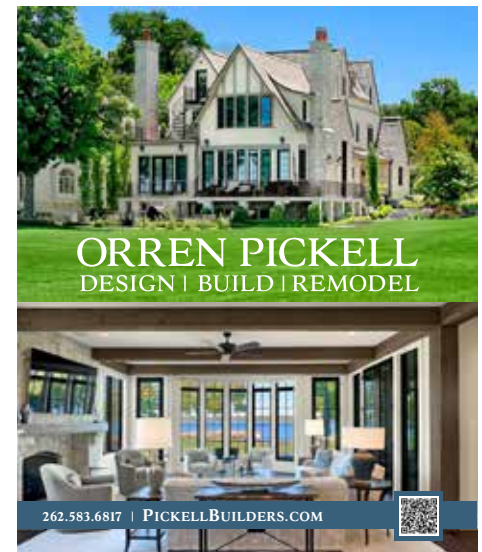
NEWSLETTER



FLYER



PRINT AD



VEHICLE GRAPHICS

Background logo is 25% screen of Pickell blue.



PMS 5405



PMS 5405 25%

SIGNAGE

