BRAND GUIDELINES

COLOR PALETTE 2
TYPOGRAPHY 4
LOGOTYPE 6

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COLOR PALETTE

C: 15% M: 27% Y: 100% K: 0%	R: 221 G: 180 B: 38	H: 45% S: 82% B: 86%	#DDB426

C: 100% M: 73% Y: 31% K: 15%	R: 0 G: 76 B: 117	H: 200% S: 100% B: 45%	#004C75

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C: 54%
M: 8%
Y: 0%
K: 0%

R: 101
G: 190
B: 234

C: 84%
M: 44%
Y: 0%
K: 0%

R: 12
G: 125
B: 193

C: 97%
M: 69%
Y: 26%
K: 8%

R: 10
G: 84
B: 131

C: 99%
M: 73%
Y: 31%
K: 15%

R: 6
G: 75
B: 117

C: 0%
M: 22%
Y: 91%
K: 0%

R: 255
G: 200
B: 45

C: 2%
M: 35%
Y: 100%
K: 0%

R: 246
G: 174
B: 28

C: 15%
M: 27%
Y: 99%
K: 0%

R: 221
G: 180
B: 38

C: 31%
M: 41%
Y: 100%
K: 7%

R: 173
G: 138
B: 46

C: 57%
M: 48%
Y: 47%
K: 14%

R: 113
G: 113
B: 113

C: 40%
M: 33%
Y: 33%
K: 0%

R: 160
G: 158
B: 159

C: 13%
M: 11%
Y: 10%
K: 0%

R: 218
G: 216
B: 217

C: 91%
M: 74%
Y: 53%
K: 62%

R: 12
G: 35
B: 51

C: 30%
M: 18%
Y: 85%
K: 0%

R: 187
G: 184
B: 81

TYPOGRAPHY

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Intro Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:'[]=+&

Intro Thin
Intro Light
Intro Book
Intro Regular
Intro Bold
Intro Black

Colfax Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:'[]=+&

Colfax Thin
Colfax Thin Italic
Colfax Regular
Colfax Regular Italic
Colfax Bold
Colfax Bold Italic

LOGOTYPE

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.5x
.5x
.5x
.5x
x
.5x
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nystate
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.5x
.5x
.5x
.5x
x
.5x
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LOGO DON'TS

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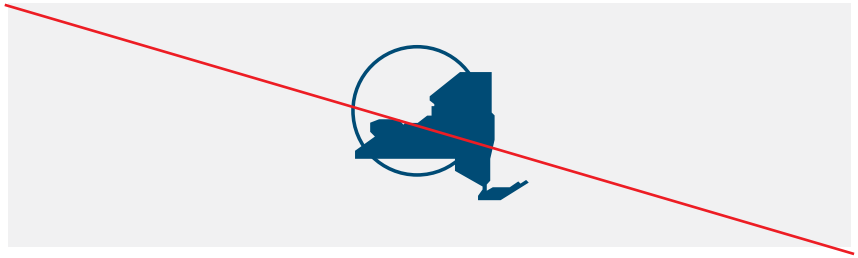

LOGO DON'TS

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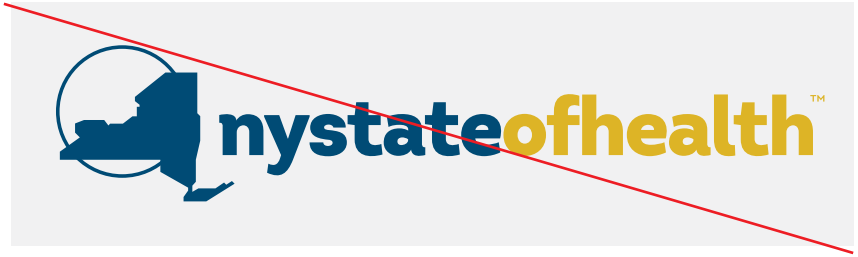
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