



brand guidelines

Contents

01

LOGOS

02

TYPE

03

COLOR

04

PHOTOS

Logo



logo



Type

typefaces

Americana Roman

Americana Bold

Americana Roman

Color

color



RGB

R: 39

G: 22

B: 58

CMYK

C: 86

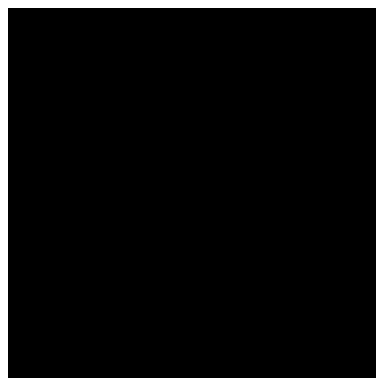
M: 92

Y: 44

K: 55

HEX

#27163a



RGB

R: 0

G: 0

B: 0

CMYK

C: 75

M: 68

Y: 67

K: 90

HEX

#000000



Gradient

Photography & Imagery

photography & imagery

