



Brand Guidelines

Typography

Primary typeface:

Adelle

Accent / headline typeface:

Freight Sans

Color

Logo blue



#0658A7

#24B2D8

#0078A9

#5FAD82

#DEE566

#E6844C

#4A66AE

Graphics / Imagery

Leading Practice

Rounded corners

Monochrome - tinted images
cropped with curved
edges

Dot-patterns
overlaying images

Dashed lines

