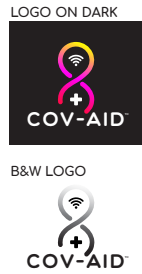


PRIMARY LOGO

PRIMARY LOGO



B&W LOGO



SECONDARY LOGO

SECONDARY LOGO
FOR SPACE CONSTRAINTS



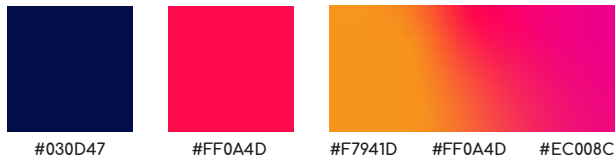
LOGO ON DARK



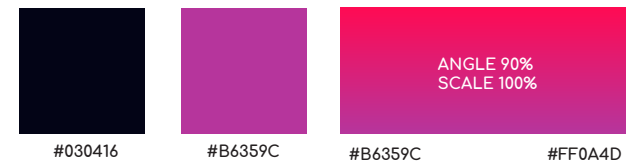
B&W LOGO



PRIMARY COLORS



SECONDARY COLORS



HEADLINE TYPEFACE

HEADLINES ARE IN ALL CAPS
MONTERRAT EXTRA BOLD

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

BODY COPY TYPEFACES

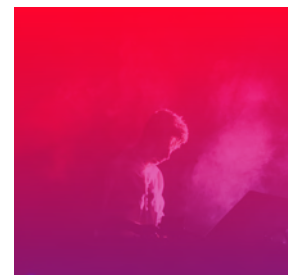
Body copy is in sentence case
Montserrat Medium

Secondary typeface for subhead variation:
Comfortaa Bold

BRAND VOICE

**Hopeful, Informative,
Engaging, Entertaining**

PHOTOGRAPHY TREATMENT



Set blending mode on photo to "soft light" over solid primary or secondary gradient color background. Adjust levels as needed.