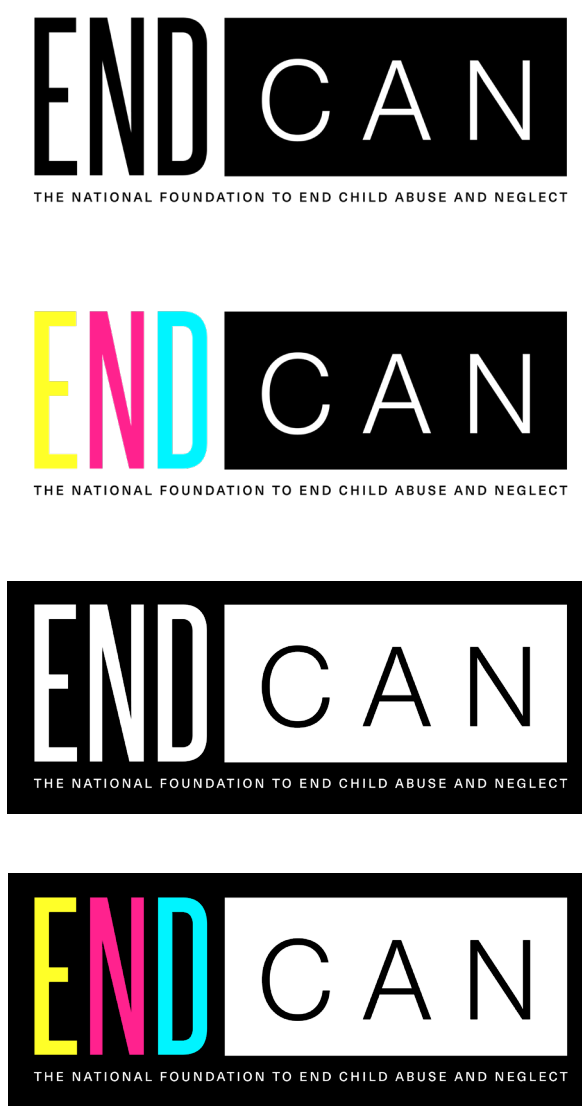
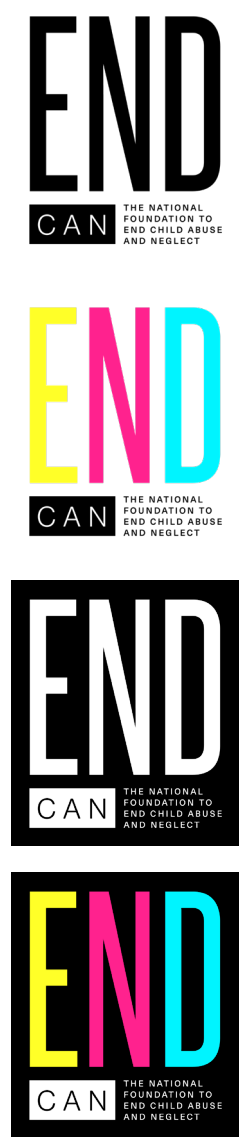


LOGO SUITE

Horizontal



Vertical



Social Media Profile Picture



Webpage Tab Icon

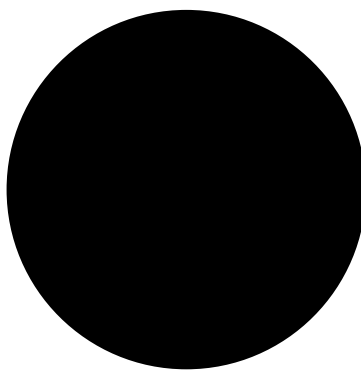


Social Media Content Logos

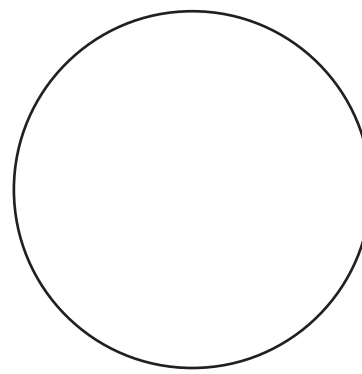


COLOR PALETTE

Primary Colors

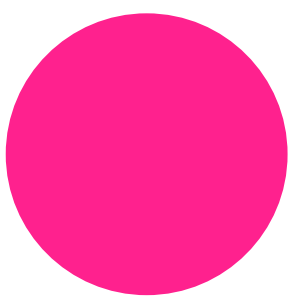


Black
HEX: #000000
R 0 **C** 0
G 0 **M** 0
B 0 **Y** 0
 K 100

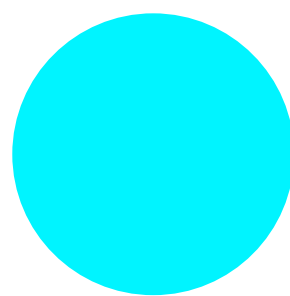


White
HEX: #FFFFFF
R 255 **C** 0
G 255 **M** 0
B 255 **Y** 0
 K 0

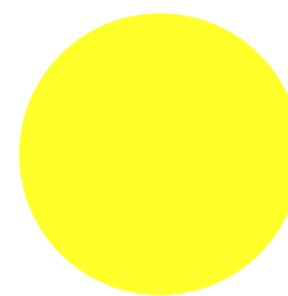
Secondary Colors



Magenta Sunrise
HEX: #FF228E
R 255 **C** 0
G 34 **M** 93.68
B 142 **Y** 4.14
 K 0



Cyan Skies
HEX: #00F4FF
R 0 **C** 53
G 244 **M** 0
B 255 **Y** 10.1
 K 0



Bright Future
HEX: #FFFF28
R 255 **C** 6
G 255 **M** 0
B 40 **Y** 90
 K 0

TONE OF VOICE

- Disruptive**
-
- Purposeful**
-
- Evidence-Based**
-
- Empathetic**
-
- Bold**

TYPOGRAPHY

Graphic Headers & Accents:

STEEFISH REGULAR ALL CAPS

Text Headers:

Neue Haas Grotesk Display Pro 75 Bold Tracking (40)

Text Body:

Neue Haas Grotesk Display Pro 45 Light Tracking (40)