

LOGOS

The ampersand is used in the logo only.



TYPOGRAPHY

ITC Avant Garde Gothic Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

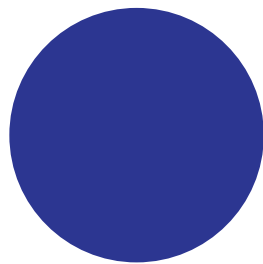
ITC Avant Garde Gothic Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

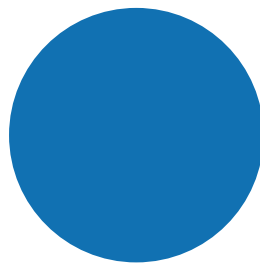
When fonts are limited, replace ITC Avant Garde Gothic with another sans serif font that preserves the round O.

COLORS

Colors are a balance of bold and muted: blues for calm, yellow for hope, brown for practicality.



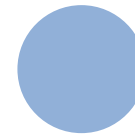
Royal blue (Logo)
#2E368F



Turquoise (Website buttons)
#1971B0



#E9ECF1



#92B0D8



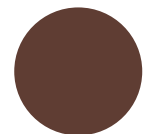
#000948



#DCBE82



#F8BE15



#5F3D33