



Primary Palette



PMS 431 PMS 1645

Secondary Palette



PMS 576 PMS 279 PMS 5875 PMS 5875
Screened 30%

Primary Palette



R = 92 R = 243
G = 102 G = 114
B = 112 B = 85

Secondary Palette



R = 122 R = 73 R = 213 R = 240
G = 156 G = 139 G = 205 G = 236
B = 73 B = 201 B = 159 B = 221

Primary Palette



C = 0 C = 0
M = 20 M = 69
Y = 0 Y = 69
K = 70 K = 0

Secondary Palette



C = 57 C = 18 C = 40 C = 5
M = 22 M = 53 M = 58 M = 4
Y = 91 Y = 85 Y = 26 Y = 13
K = 4 K = 2 K = 2 K = 0

Primary Font

Helvetica Black Condensed

Secondary Font

Linotype Centennial 45 Light
Linotype Centennial 45 Light Italic
Linotype Centennial 55 Roman
Linotype Centennial 55 Roman Italic
Linotype Centennial 75 Bold
Linotype Centennial 75 Bold Italic
Linotype Centennial 96 Black
Linotype Centennial 96 Black Italic