

# Brand Style Guide v. 1



## Logotype



## Icons



## Typography

### Roboto Font Family

Primary for headers, sub headers and body copy.

<https://fonts.google.com/specimen/Roboto>

Aa

### Roboto

AaBaCcDdEeFfGgHhIiJjKkLlOoPpQqRrSsTtUuVvWwXxYyZz  
AaBaCcDdEeFfGgHhIiJjKkLlOoPpQqRrSsTtUuVvWwXxYyZz

## Brand Colors

Hex Code  
#F15822

R 241  
G 88  
B 34

C 0  
M 80  
Y 98  
K 0

Hex Code  
#282828

R 40  
G 40  
B 40

C 71  
M 65  
Y 64  
K 68

Hex Code  
#ffffff

R 255  
G 255  
B 255

C 0  
M 0  
Y 0  
K 0

Hex Code  
#54565a

R 84  
G 86  
B 90

C 66  
M 57  
Y 51  
K 29

Hex Code  
#b1b1b1

R 177  
G 177  
B 177

C 31  
M 25  
Y 26  
K 0