



Identity Sheet

FEBRUARY 2025

Color Palette

FOR PRINT



PMS 7692	PMS 2174	PMS 110	PMS 423
C = 100	C = 94	C = 2	C = 22
M = 45	M = 43	M = 22	M = 14
Y = 0	Y = 0	Y = 100	Y = 18
K = 45	K = 0	K = 8	K = 45

Use print colors when designing for platforms like newspaper, magazine, outdoor boards, etc.

FOR WEB



DARK BLUE	BLUE	YELLOW	GRAY
#004a7c	#007bc3	#e6b436	#7c8180
R = 0	R = 0	R = 230	R = 124
G = 74	G = 123	G = 180	G = 129
B = 124	B = 195	B = 54	B = 128

Use web colors when designing for platforms like websites and digital display ads.

Typography

FOR PRINT

Barlow

headlines and body copy

Thin	SemiBold
<i>Thin Italic</i>	SemiBold Italic
ExtraLight	Bold
<i>ExtraLight Italic</i>	Bold Italic
Light	ExtraBold
<i>Light Italic</i>	ExtraBold Italic
Regular	Black
<i>Regular Italic</i>	Black Italic
Medium	
<i>Medium Italic</i>	

Final Six

subheads and pull quotes

Hairline	Bold
Thin	ExtraBold
Light	Black
Book	Heavy
Medium	

FOR WEB

Roboto

headlines and body copy

Thin	Medium Italic
<i>Thin Italic</i>	Bold
Light	Bold Italic
<i>Light Italic</i>	Black
Regular	Black Italic
<i>Regular Italic</i>	
Medium	

Roboto Condensed

headlines and body copy

Light
<i>Light Italic</i>
Regular
<i>Regular Italic</i>
Bold
Bold Italic

Logo

NO TAGLINE



COLOR
Use on white or light backgrounds.



BLACK
Use on white or light background.



COLOR REVERSE
Use on dark backgrounds.



WHITE REVERSE
Use on dark background.

WITH TAGLINE

