

BRAND VISUAL LANGUAGE

MASTER BRAND LOGO



PMS 207 AND WHITE ON BLACK



WHITE ON BLACK



WHITE ON PMS 207



BLACK ON WHITE



PRIMARY TYPEFACES

FUTURA

Book · *Book Oblique*
Medium · *Medium Italic*
Bold · ***Bold Italic***

FUTURA CONDENSED

Medium Condensed · **Bold Condensed**

COLOR PALETTE

CARDINAL RED 207 C C22 M100 Y78 K15 R165 G0 B52 #A50034	PANTHER BLACK BLACK CO M0 Y0 K100 R35 G31 B32 #231F20
	WHITE C100 M100 Y100 K100 R255 G255 B255 #FFFFFF

Accents - Secondary



GROVE
7724 C
C82 M0 Y67 K11
R0 G150 B108
#00966C



PACIFIC
320 C
C96 M0 Y31 K2
R0 G156 B166
#009CA6

Neutrals - Tertiary



PILLAR
Warm Gray 11
C26 M36 Y38 K68
R110 G98 B89
#6E6259



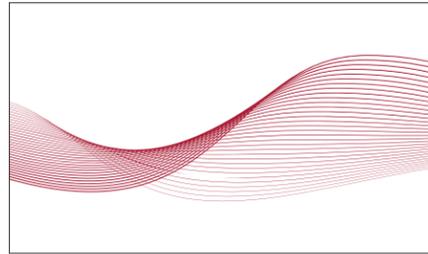
SAND
468 C
C6 M13 Y41 K4
R221 G203 B164
#DDCBA4

GRAPHIC ELEMENTS

SIMPLE LINES



CONNECTING LINES

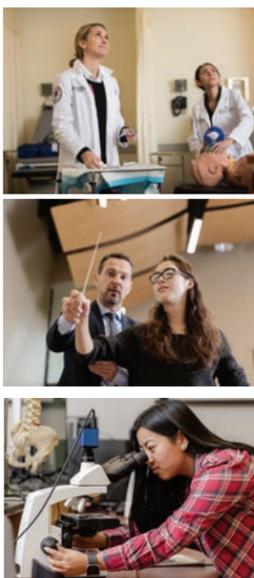


PHOTOGRAPHY

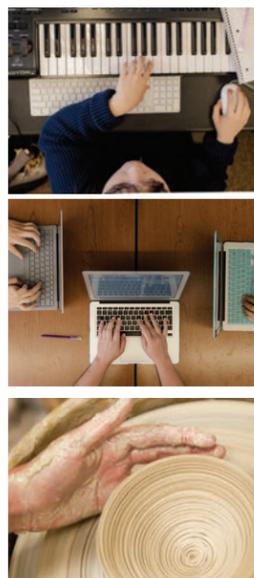
PORTRAITURE



SLICE OF LIFE



DETAILED



CAMPUS

