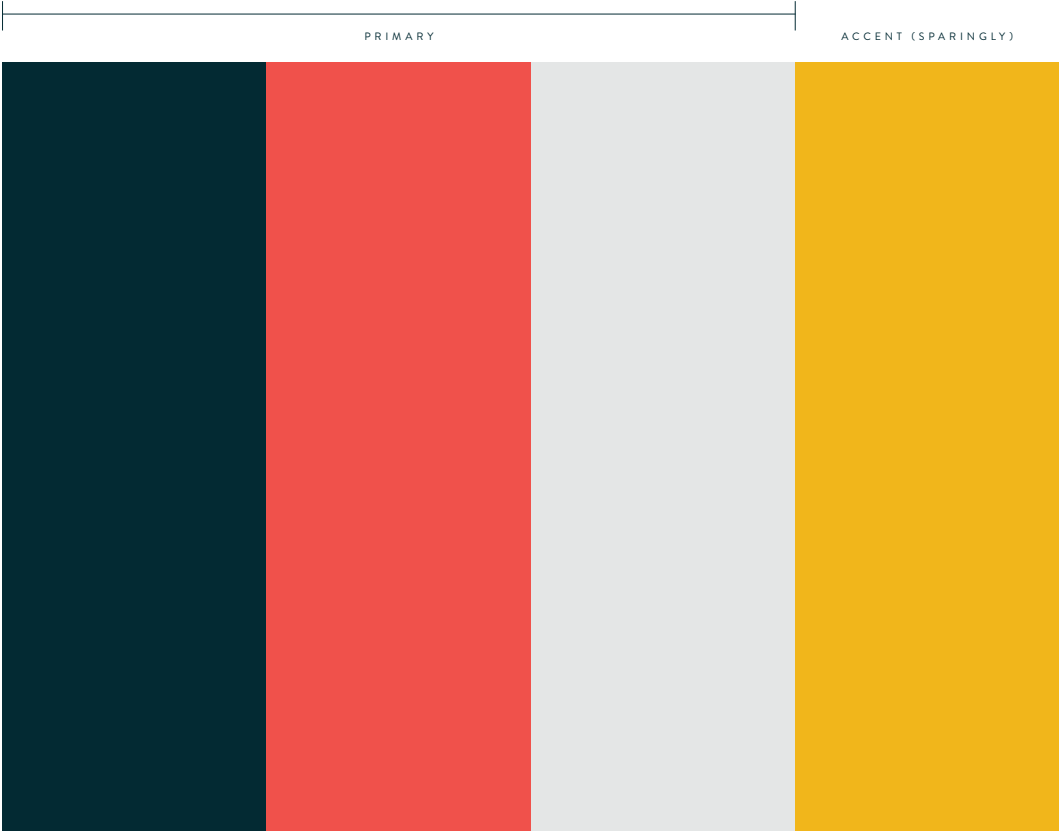


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BRAND GUIDE

COLOR PALETTE



YANKEES BLUE

HEX: #172F38
RGB: 23 47 56
CMYK: 96 66 57 60

JELLY BEAN

HEX: #D1534D
RGB: 209 83 77
CMYK: 0 84 71 0

PLATINUM

HEX: #E3E4E4
RGB: 227 228 228
CMYK: 9 6 7 0

CITRINE

HEX: #E1B534
RGB: 225 181 52
CMYK: 5 29 100 0

TYPOGRAPHY

HEADLINE FONT STYLE

FILICUDI SOLID HEADLINES

BODY FONT STYLE

Brandon Grotesque Thin

Brandon Grotesque Thin Italic

Brandon Grotesque Light

Brandon Grotesque Light Italic

Brandon Grotesque Regular

Brandon Grotesque Regular Italic

Brandon Grotesque Medium

Brandon Grotesque Medium Italic

Brandon Grotesque Bold

Brandon Grotesque Bold Italic

Brandon Grotesque Black

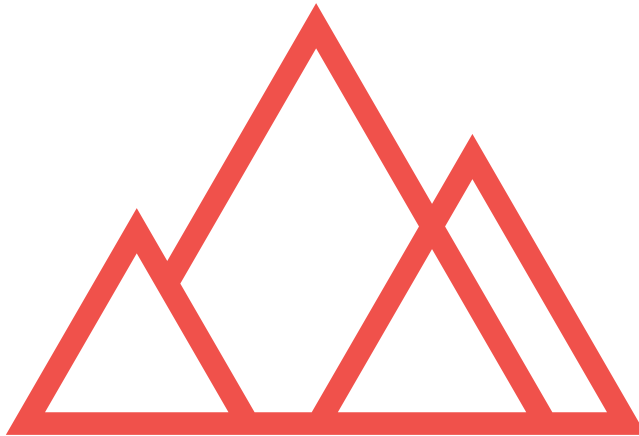
Brandon Grotesque Black Italic

LOGO COLOR USAGE

For all one-color applications, use Yankees Blue or Platinum as reverse.

For two-color applications, the summit icon mark and two lines in text will either be Yankees Blue or Jelly Bean depending on background color (see following examples), and all text will be Yankees Blue for light background, or Platinum as reverse. At no time will Citrine or WLM teal be used in any logo variations. See following pages for correct and incorrect logo usage.

LOGO & VARIATIONS



YANKEES BLUE + JELLY BEAN



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LOGO ON YANKEES BLUE



JELLY BEAN + PLATINUM



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LOGO ON JELLY BEAN



YANKEES BLUE + PLATINUM



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