

PMS 7710 + BLK



INSPIRE COMPASSION



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Palette



RGB: 254 / 192 / 79
CMYK: 0 / 27 / 79 / 0
PMS: 135



RGB: 11 / 167 / 180
CMYK: 70 / 15 / 25 / 0
PMS: 7710



RGB: 232 / 111 / 42
CMYK: 5 / 69 / 96 / 0
PMS: 7578



RGB: 109 / 210 / 218
CMYK: 50 / 0 / 17 / 0
PMS: 3105



RGB: 212 / 182 / 148
CMYK: 17 / 27 / 43 / 0
PMS: 726



RGB: 102 / 185 / 165
CMYK: 60 / 6 / 42 / 0
PMS: 563



RGB: 162 / 113 / 80
CMYK: 31 / 55 / 72 / 13
PMS: 7525



RGB: 199 / 231 / 190
CMYK: 22 / 0 / 32 / 0
PMS: 7485



RGB: 13 / 70 / 125
CMYK: 100 / 80 / 25 / 10
PMS: 654



RGB: 223 / 240 / 230
CMYK: 12 / 0 / 11 / 0
PMS: 621

Use Gotham for subheads and headings.

As a sans body text — use Whitney.

Aa Gotham Ultra

Aa Gotham Black

Aa Gotham Bold

Aa Gotham Medium

Aa Gotham Book

Aa Gotham Light

Aa Whitney Black

Aa Whitney Bold

Aa Whitney Semibold

Aa Whitney Medium

Aa Whitney Book

Aa Whitney Light

As a serif body text — use Merriweather. Also can be used in web applications (google font).

Aa Merriweather Heavy

Aa Merriweather Bold

Aa Merriweather Regular

Aa Merriweather Light