



## LOGO VERSIONS

All versions are acceptable, color is the primary used for the brand.



Black and white



Grayscale



Color

# LOGO COLORS



**BLACK**  
**HEX #000000**  
**RGB 0/0/0**  
**CMYK 0/0/0/100**



**PINK**  
**HEX #**  
**RGB 236/0/140**  
**CMYK .47/99.6/56**

## TYPEFACE

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**POPULAR Std BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234!..?**

