



Brand Kit

Logos



Color Palette

Retro Blue
#7297bc

PMS
652 C

Logo Color

Cream
#f2f1f0

Background color,
text color

Ash
#2f2e33

Background color,
text color

Tan
#bc9772

Accent color
Background Color

Dark Blue
#4b75a0

Text link color on
light background

Electric Blue
#7babff

Button Color
Text link color on dark
background

Powder Blue
#c0cff0

Accent Color
Background color

Logo font:

New Kansas Bold

Regular Font:

DM Sans

Sample Copy and Colors

Title Here

Subtitle

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Call to Action

Title Here

Subtitle

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Call to Action