

# Brand Color Reference

## Primary Colors



### PEPPER

Mostly Black  
Pantone Black 6C  
84, 77, 56, 75  
13, 14, 32  
#0D0E20



### TWILIGHT

Very Dark Blue  
Pantone 2767C  
100, 83, 42, 39  
14, 46, 79  
#0E2E4F



### INDIGO

Dark Blue  
Pantone 7692C  
97, 68, 21, 5  
4, 88, 140  
#04588C (links)



### SEASIDE

Strong Blue  
Pantone 7461C  
86, 45, 5, 0  
0, 122, 183  
007AB7



### SMOKE

Light Gray  
Pantone 663C  
7, 3, 3, 0  
234, 237, 240  
#EAEEF1

## Secondary Colors



### ICE

Pure Blue  
Pantone 306C  
100, 0, 0, 0  
0, 177, 255  
#00B1FF



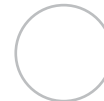
### STEEL

Dark Gray Blue  
Pantone Cool Gray 7C  
45, 36, 35, 1  
147, 149, 152  
#939598



### SILVER

Gray Blue  
Pantone Cool Gray 4C  
26, 20, 20, 0  
188, 190, 192  
#BCBEC0



### CHILL

White  
NA  
0, 0, 0, 0  
255, 255, 255  
#FFFFFF

# Brand Type Reference

## Web & Print

### Heading 1

**Family** - Futura PT, San-serif  
**Style** - 600/Demi  
**Size** - 44px/33pt  
**Letter Spacing/Tracking** - Normal/0  
**Line Height/Leading** - Normal/Auto  
**Capitalization** - Sentence case  
**Brand Color** - Pepper  
**Description** - Mostly Black  
**Web Color** - 13, 14, 32 or #0D0E20  
**PMS Color** - Pantone Black 6C  
**CMYK Color** - 84, 77, 56, 75

### HEADING 2

**Family** - Futura PT, San-serif  
**Style** - 400/Book  
**Size** - 36px/27pt  
**Letter Spacing/Tracking** - 0.05em/50  
**Line Height/Leading** - Normal/Auto  
**Capitalization** - All Caps  
**Brand Color** - Pepper  
**Description** - Mostly Black  
**Web Color** - 13, 14, 32 or #0D0E20  
**PMS Color** - Pantone Black 6C  
**CMYK Color** - 84, 77, 56, 75

### Heading 3

**Family** - Futura PT, San-serif  
**Style** - 600/Demi  
**Size** - 36px/27pt  
**Letter Spacing/Tracking** - Normal/0  
**Line Height/Leading** - Normal/Auto  
**Capitalization** - Title Case  
**Brand Color** - Pepper  
**Description** - Mostly Black  
**Web Color** - 13, 14, 32 or #0D0E20  
**PMS Color** - Pantone Black 6C  
**CMYK Color** - 84, 77, 56, 75

### Heading 4

**Family** - Futura PT, San-serif  
**Style** - 700/Heavy  
**Size** - 24px/18pt  
**Letter Spacing/Tracking** - Normal/0  
**Line Height/Leading** - Normal/Auto  
**Capitalization** - Sentence case  
**Brand Color** - Pepper  
**Description** - Mostly Black  
**Web Color** - 13, 14, 32 or #0D0E20  
**PMS Color** - Pantone Black 6C  
**CMYK Color** - 84, 77, 56, 75

### Heading 5

**Family** - Futura PT, San-serif  
**Style** - 700/Heavy  
**Size** - 20px/15pt  
**Letter Spacing/Tracking** - Normal/0  
**Line Height/Leading** - Normal/Auto  
**Capitalization** - Sentence case  
**Brand Color** - Pepper  
**Description** - Mostly Black  
**Web Color** - 13, 14, 32 or #0D0E20  
**PMS Color** - Pantone Black 6C  
**CMYK Color** - 84, 77, 56, 75

### Quote

**Family** - Futura PT, San-serif  
**Style** - 400/Book Oblique  
**Size** - 30px/22.5pt  
**Letter Spacing/Tracking** - Normal/0  
**Line Height/Leading** - Normal/Auto  
**Capitalization** - Sentence case  
**Brand Color** - Pepper  
**Description** - Mostly Black  
**Web Color** - 13, 14, 32 or #0D0E20  
**PMS Color** - Pantone Black 6C  
**CMYK Color** - 84, 77, 56, 75

### Body

**Family** - Proxima Nova  
**Style** - 400/Regular  
**Size** - 16px/12pt  
**Letter Spacing/Tracking** - Normal/0  
**Line Height/Leading** - 28px/18pt (1.5x)  
**Capitalization** - Sentence Case  
**Brand Color** - Pepper  
**Description** - Mostly Black  
**Web Color** - 13, 14, 32 or #0D0E20  
**PMS Color** - Pantone Black 6C  
**CMYK Color** - 84, 77, 56, 75

### Small Body or Footnote

**Family** - Futura PT, San-serif  
**Style** - 400/Regular or Italic  
**Size** - 11px/8pt  
**Letter Spacing/Tracking** - Normal/0  
**Line Height/Leading** - Normal/Auto  
**Capitalization** - Sentence Case  
**Brand Color** - Pepper  
**Description** - Mostly Black  
**Web Color** - 13, 14, 32 or #0D0E20  
**PMS Color** - Pantone Black 6C  
**CMYK Color** - 84, 77, 56, 75

### [Text-Based Links >](#)

**Family** - Futura PT, San-serif  
**Style** - 400/Book  
**Size** - 16px/12pt  
**Letter Spacing/Tracking** - Normal/0  
**Line Height/Leading** - 28px/18pt (1.5x)  
**Capitalization** - Title Case  
**Brand Color** - Indigo  
**Description** - Dark Blue  
**Web Color** - 4, 88, 140 or #04588C  
**Type Special Character >**  
*Windows* - Hold ALT + 0155  
*Mac* - Hold SHIFT + OPTION + 4  
*CSS/HTML* - \00203A or &rsquo;

# Brand Type Reference

## CSS Syntax

### Heading 1

```
h1 {
  font-family: futura-pt, san-serif;
  font-weight: 600;
  font-style: normal;
  font-size: 44px;
  letter-spacing: normal;
  line-height: normal;
  color: #0D0E20;
  color: rgba(13, 14, 32, 1);
  text-transform: normal;
}
```

### HEADING 2

```
h2 {
  font-family: futura-pt, san-serif;
  font-weight: 400;
  font-style: normal;
  font-size: 36px;
  letter-spacing: 0.05em;
  line-height: normal;
  color: #0D0E20;
  color: rgba(13, 14, 32, 1);
  text-transform: uppercase;
}
```

### Heading 3

```
h3 {
  font-family: futura-pt, san-serif;
  font-weight: 600;
  font-style: normal;
  font-size: 36px;
  letter-spacing: normal;
  line-height: normal;
  color: #0D0E20;
  color: rgba(13, 14, 32, 1);
  text-transform: capitalize;
}
```

### Heading 4

```
h4 {
  font-family: futura-pt, san-serif;
  font-weight: 700;
  font-style: italic;
  font-size: 24px;
  letter-spacing: normal;
  line-height: normal;
  color: #0D0E20;
  color: rgba(13, 14, 32, 1);
  text-transform: normal;
}
```

### Heading 5

```
h5 {
  font-family: futura-pt, san-serif;
  font-weight: 700;
  font-style: normal;
  font-size: 20px;
  letter-spacing: normal;
  line-height: normal;
  color: #0D0E20;
  color: rgba(13, 14, 32, 1);
  text-transform: normal;
}
```

### Quote

```
blockquote {
  font-family: futura-pt, san-serif;
  font-weight: 400;
  font-style: italic;
  font-size: 30px;
  letter-spacing: normal;
  line-height: normal;
  color: #0D0E20;
  color: rgba(13, 14, 32, 1);
  text-transform: normal;
}
```

### Body

```
p {
  font-family: proxima-nova, san serif;
  font-weight: 400;
  font-style: normal;
  font-size: 16px;
  letter-spacing: normal;
  line-height: normal;
  color: #0D0E20/#FFFFFF;
  color: rgba(13, 14, 32, 1);
  text-transform: normal;
}
```

### Small Body or Footnote

```
small {
  font-family: proxima-nova, san serif;
  font-weight: 400;
  font-style: normal;
  font-size: 11px;
  letter-spacing: normal;
  line-height: normal;
  color: #0D0E20;
  color: rgba(13, 14, 32, 1);
  text-transform: normal;
}
```

### [Text-Based Links >](#)

```
a {
  font-family: futura-pt, san-serif;
  font-weight: 400;
  font-size: 16px;
  letter-spacing: normal;
  line-height: normal;
  color: #04588C;
  color: rgba(4, 88, 140, 1);
  text-transform: capitalize;
  text-decoration: underline;
}
```