

LOGO VARIATIONS



FONTS

LOGO

ABEL REGULAR // **MYRIAD PRO BOLD**

DIGITAL

ROBOTO FAMILY

COLORS

PANTONE 7474	PANTONE* 7416	PANTONE n/a
CMYK 96, 9, 32, 29	CMYK* 1, 83, 85, 0	CMYK 0, 0, 0, 75
RGB 9, 119, 113	RGB 236, 95, 67	RGB 103, 104, 103
HEX (web) 097771	HEX (web) EC5F43	HEX (web) 676767

*Note: PMS 7416 and its CMYK values are not equal conversions of each other.