

BRANDING GUIDELINES

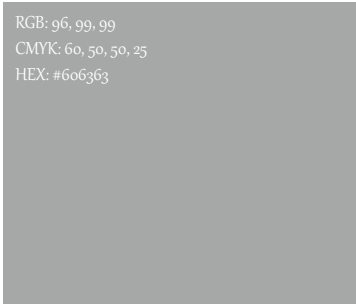
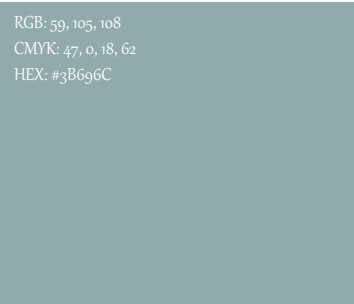
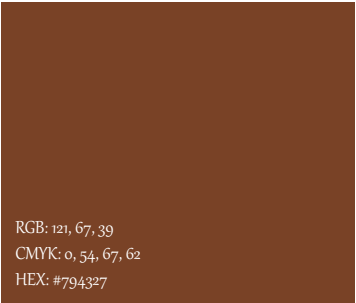
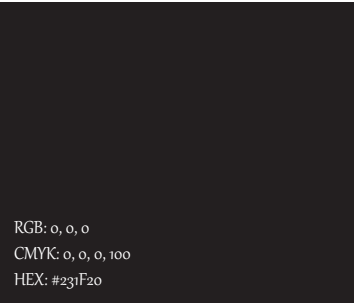
STANDARD SIZE



INCORRECT ALTERATIONS



COLOR SWATCHES



FONT USAGE

Palatino Linotype

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz !@ # \$ % ^ & * () _ - + =

DON'T
WRITE IN
CAPITALS

Capitalizing makes it look like you
are shouting!

This is a
sentence
that is right
aligned.

Do always right align your text.

**Do bold
where
needed.**

Bold words that need ephasis.