

iNCYC

LOGO

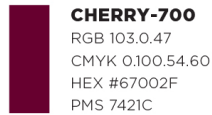


HORIZONTAL

x - MIN. MARGIN

STACKED

COLORS



CHERRY-700

RGB 103.0.47
CMYK 0.100.54.60
HEX #67002F
PMS 7421C



BLUE-700

RGB 0.29.80
CMYK 100.64.0.69
HEX #001D50
PMS 2766C



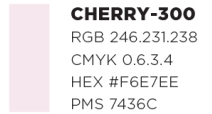
CHERRY-500

RGB 167.16.86
CMYK 5.100.26.24
HEX #A71056
PMS 215



BLUE-500

RGB 0.51.141
CMYK 100.72.2.12
HEX #00338D
PMS 287C



CHERRY-300

RGB 246.231.238
CMYK 0.6.3.4
HEX #F6E7EE
PMS 7436C



BLUE-300

RGB 229.234.243
CMYK 6.4.0.5
HEX #E5EAF3
PMS 656C



DIJON-500 (ACCENT)

RGB 199.145.19
CMYK 0.27.90.22
HEX #C79113
PMS 1245C



BLACK & WHITE

PATTERNS

Use sparingly, with a high opacity and low contrast.



TYPOGRAPHY

Display: Ink Free

H1: Gotham Black

H2: Gotham Bold

H3: G. BLACK, ALL CAPS (100 TRACKING)

Paragraph: For body copy, use Gotham Light. Set leading to 150% of the type size. Recommended text sizes: H1 at 36pt, H2 at 24pt, H3 and paragraph at 16pt for desktop and 12pt for print/mobile. Use display text sparingly and only for 2 or 3-word messages. Text size can vary.

**Sub-text: Gotham Medium, 9pt.*