



ALTERNATE LOGOS



CORE PALLETE

switcher orange
CMYK 1 | 82 | 99 | 0
RGB 237 | 86 | 35
HEX #ED5623

light orange
CMYK 0 | 57 | 100 | 0
RGB 225 | 136 | 0
HEX #FF8800

switcher blue
CMYK 98 | 71 | 47 | 80
RGB 0 | 58 | 80
HEX #003A50

cut to black
CMYK 88 | 69 | 60 | 73
RGB 0 | 26 | 35
HEX #001A23

SECONDARY PALLETE

CMYK 95 71 53 55 RGB 236 236 236 HEX #ECECEC	CMYK 0 4 5 0 RGB 255 243 235 HEX #FFF3EB	CMYK 0 12 29 0 RGB 255 255 185 HEX #FFE1B9	CMYK 8 49 100 0 RGB 230 145 36 HEX #E9B000
CMYK 25 0 13 0 RGB 185 240 231 HEX #B9F0E7	CMYK 72 0 35 0 RGB 19 187 182 HEX #13BBB6	CMYK 80 3 75 0 RGB 9 174 115 HEX #09AE73	CMYK 83 45 84 49 RGB 30 72 46 HEX #1E482E
CMYK 0 69 52 0 RGB 240 115 106 HEX #F0736A	CMYK 27 32 0 0 RGB 191 171 255 HEX #BFA8FF	CMYK 62 73 0 0 RGB 145 70 255 HEX #9146FF	CMYK 87 53 05 00 RGB 27 114 177 HEX #1C71B1

GRADIENTS & PATTERNS

switcher blue gradient
#003A50 #001A23

switcher orange gradient
#003A50 #001A23

ICONOGRAPHY



TYPOGRAPHY

PRIMARY FONTS

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OMNES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONTS

neighbor

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Neighbor be used sparingly to add fun to short (2-4 word) headlines in all lowercase. We most commonly use the Medium weight, as seen in our logo wordmark.

greatest richmond

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Greatest Richmond also be used sparingly to add fun to short one word in headlines in lowercase only.