

BRAND ON A PAGE

PLANPERFECT
NOVEMBER, 2024

LOGOS

Our logos are the primary identifiers of our brand. Laid out here are the different variations of our logo. These are displayed in their primary color combinations but are able to be utilized in a variety of our brand colors.



PRIMARY LOGO



SECONDARY LOGO



REVERSE MARK

COLORS

Our colors are the next primary factor in our identity. Whenever color codes or references are needed, the proper elements are listed below. Color pairings are implemented here as well to ensure adherence to proper color combinations.

MINT

CMYK: 32, 0, 19, 0
RGB: 158, 216, 208
Pantone: 572 C
Hex: 9ed8d0

NAVY

CMYK: 76, 48, 0, 60
RGB: 5, 51, 79
Pantone: 534 C
Hex: 05334f

LIME

CMYK: 20, 0, 89, 0
RGB: 214, 224, 67
Pantone: 380 C
Hex: d6e043

TEAL

CMYK: 63, 12, 40, 0
RGB: 95, 175, 164
Pantone: 7472 C
Hex: 5fafa4

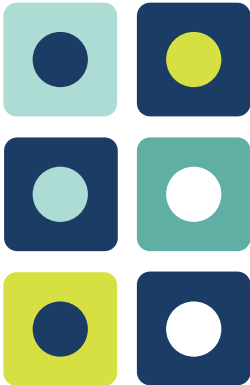
GRAY

CMYK: 0, 0, 0, 25
RGB: 199, 200, 202
Pantone: 428 C
Hex: c7c8ca

WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: ffffff

PAIRINGS



TYPE

The last aspect of quick reference is our typography. The fonts used in our identity are intentional and are key in maintaining a consistent and strong visual brand identity. Find the names and characteristics of our fonts below.

HEADING EXAMPLE

SUBHEADING EXAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Highlight Example

MONTERRAT (EXTRABOLD)

QUESTRIAL (REGULAR)

HIND (REGULAR)

MONTERRAT (REGULAR)