

PRIMARY



ALTERNATES

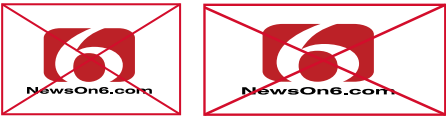


USAGE GUIDES



Exclusion Area
Always allow a minimum space around the logo.

Please Do Not (We thank you!)



Do not compress, stretch, crop, or otherwise manipulate the logo.

The following are examples of how the logo should not be used.



The logo color should not be changed or textured. It should also not be obscured with a background.

COLORS

White HEX FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0	Midnight HEX 192335 RGB 25, 35, 53 CMYK 88, 71, 51, 60	
Light Blue HEX 6d80ca RGB 109, 128, 202 CMYK 61, 48, 0, 0	Griffin Blue HEX 38487A RGB 56, 72, 122 CMYK 89, 79, 26, 11	Dark Blue HEX 2a385a RGB 42, 56, 90 CMYK 91, 80, 39, 31
Griffin Red HEX BE0000 RGB 190, 0, 0 CMYK 17, 100, 100, 0	Dark Red HEX 960000 RGB 150, 0, 0 CMYK 25, 100, 100, 26	Yellow HEX f9co5d RGB 249, 192, 93 CMYK 2, 26, 74, 0

FONTS

Typold

(primary brand font)

Typold Regular

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Typold Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Swiss Extended Bold

(secondary brand font)

Swiss Extended Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Jakarta Sans

(responsive web font only)

Jakarata Sans Medium

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.