

# BRAND COLORS

## Color Using

### DEEP BLUE



FOR WEB USE

RGB: 23, 63, 109

FOR PRINTING USE

C: 100 M: 82 Y: 31 K 18

### NAVY BLUE



FOR WEB USE

RGB: 25, 79, 156

FOR PRINTING USE

C: 97 M: 79 Y: 5 K 0

### BLUE LIGHT



FOR WEB USE

RGB: 58, 108, 181

FOR PRINTING USE

C: 82 M: 58 Y: 0 K 0

### GREY LIGHT



FOR WEB USE

RGB: 174, 192, 214

FOR PRINTING USE

C: 31 M: 17 Y: 7 K 0

### DEEP GREY



FOR WEB USE

RGB: 45, 45, 45

FOR PRINTING USE

C: 70 M: 64 Y: 63 K 64

### YELLOW



FOR WEB USE

RGB: 244, 217, 134

FOR PRINTING USE

C: 5 M: 12 Y: 57 K 0

# TYPOGRAPHY

## Type Using - in study

### The LIP primary typeface (Titillium Web)

(To be used in Head Titles)

Extra-Light

*Extra-Light Italic*

Light

*Light Italic*

Regular

*Regular Italic*

**Semi-Bold**

***Semi-Bold Italic***

**Bold**

***Bold Italic***

**Black**

### System typeface (Open Sans)

(To be used in the body text)

Light

Light Italic

Regular

Regular Italic

Semi-Bold

Semi-Bold Italic

**Bold**

**Bold Italic**

**Extra-Bold**

***Extra-Bold Italic***

### Condensed typeface (Oswald)

Light

**Regular**

**Bold**

LIGHT

REGULAR

**BOLD**

### Serif typeface (Merriweather)

Light

*Light Italic*

Regular

*Regular Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***