



Brand Identity at a Glance

Logo Types



Kendall Hunt Blue



White on dark background



Black on light background

Typography

Aa

Helvetica LT std

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! @ # \$ % & * () _ + -= | \ < > ? : ” , .

Aa

Adobe Garamond Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! @ # \$ % & * () _ + -= | \ < > ? : ” , .

Aa

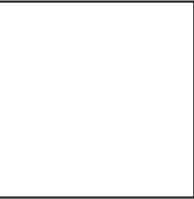
Alisha

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! @ # \$ % & * () _ + -= | \ < > ? : ” , .

Brand Colors



#0054A3
100 - 73 - 0 - 2
0 - 84 - 164



#FFFFFF
0 - 0 - 0 - 0
255 - 255 - 255

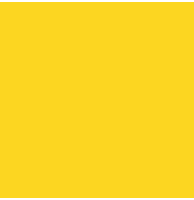


#000000
75 - 68 - 67 - 90
0 - 0 - 0

Primary Colors



#00ACD2
74 - 11 - 11 - 0
0 - 172 - 210



#FED826
1 - 13 - 93 - 0
254 - 216 - 38



#919191
46 - 38 - 38 - 2
145 - 145 - 145

Secondary Colors



#144987
100 - 81 - 19 - 5
20 - 73 - 135



#3FB549
74 - 0 - 100 - 0
63 - 181 - 73

Accent Colors



#EC1F27
0 - 99 - 97 - 0
236 - 31 - 39



#F58120
0 - 61 - 100 - 0
245 - 129 - 32



#FEDE00
2 - 9 - 100 - 0
254 - 222 - 0



#7AC14C
57 - 0 - 94 - 0
122 - 193 - 76



#2D9AD6
73 - 26 - 0 - 0
45 - 154 - 214



#8A298D
55 - 100 - 2 - 0
138 - 41 - 141



#E2256C
5 - 97 - 35 - 0
226 - 37 - 108

* For systems that do not have Helvetica LT std, replace with Arial.
** For systems that do not have Adobe Garamond Pro, replace with Times New Roman.