



Brand Standards

Brand Colors

Primaries



HEX: #7A2CE7

HEX: #C733B2

HEX: #E8B700

HEX: #DA3636

HEX: #488F49

Grayscale



HEX: #231F20

HEX: #E2E2E2

HEX: #FFFFFF

Brand Fonts

PP Formula is the headline font for the brand.

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&

GT Planar is the body font for the brand.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&

Brand Logos

