

1 COLOR SYSTEM



PANTONE 802c
C.67 M.0 Y.99 K.0
R.90 G.186 B.72
#5ABA48



PANTONE 447
C.68 M.60 Y.65 K.54
R.56 G.58 B.53
#383A35



PANTONE 423
C.48 M.39 Y.39 K.3
R.138 G.140 B.140
#8A8C8C

2 TYPOGRAPHY

DISPLAY (Intended for use in headings rather than for extended passages of text).

INDUSTRY BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*[]

SECONDARY (Intended for use in extended passages of text).

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

3 LOGO VARIATIONS



Primary Logo



BuckViz™ Logo



Grayscale



White Reverse