

TRANSIT CAMPAIGN DESIGN GUIDELINES

LOGO TYPEFACE

Rift Demi [Header]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

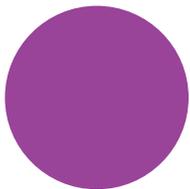
Lato Regular [Body Copy]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

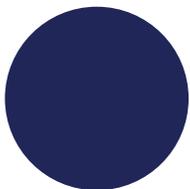
PRIMARY COLORS



RGB: 179, 211, 54
CMYK: 35, 0, 99, 0
HEX: #b3d335

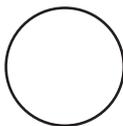


RGB: 153, 69, 154
CMYK: 45, 87, 0, 0
HEX: #99459a



RGB: 36, 38, 89
CMYK: 99, 95, 35, 29
HEX: #242659

SECONDARY COLORS



RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff