

PRIMARY MARK AND COLOR PALETTE

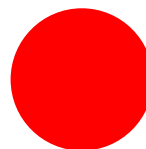
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PANTONE 144C
R 237 G 139 B 0
HEX #ed8b00

PANTONE BLACK C
R 45 G 41 B 38
HEX #2d2926

PANTONE COOL GRAY 11C
R 83 G 86 B 90
HEX #53565a

TYPOGRAPHY

DECIMAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(?!@#\$\$%^&*) 1234567890

DECIMAL BOOK

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abcdefghijklmnopqrstuvwxyz
(?!@#\$\$%^&*) 1234567890

PRODUCT MARKS

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