



LOGO, WORDMARK & PRIMARY LOCKUP

LOGO MARK



Social Tab



Print Mark

PRIMARY LOCKUP



LOCKUP USAGE

FULL COLOR



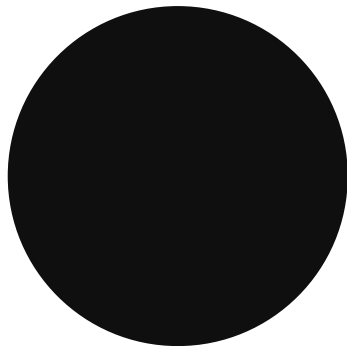
REVERSED



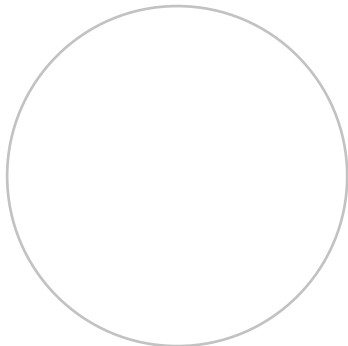
PRIMARY COLOR PALETTE



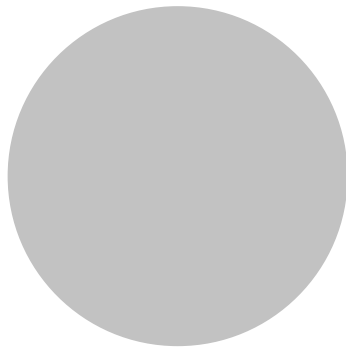
CMYK: 4.3.5.0
RGB: 240.239.235
#F0EFEB



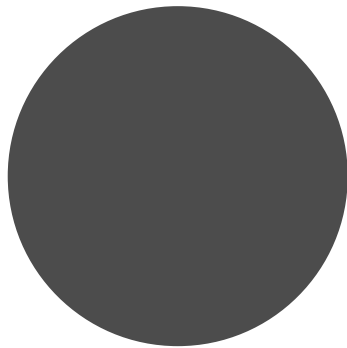
CMYK: 74.67.66.84
RGB: 15.15.15
#0F0F0F



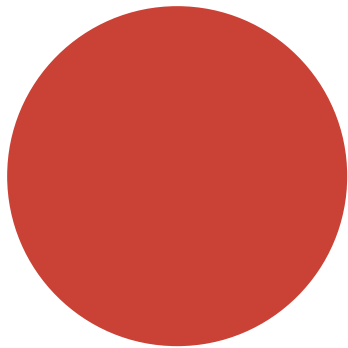
CMYK: 0.0.0.0
RGB: 250.250.250
#FFFFFF



CMYK: 24.19.19.0
RGB: 119.119.122
#77777A



CMYK: 4.3.5.0
RGB: 240.239.235
#F0EFEB



CMYK: 4.91.91.0
RGB: 230.60.47
#CA4236

TEXTURES



MAIN & SUPPORTING TYPEFACE

The supporting typeface for the new 2017
visuals are Gotham HTF, Adobe Carlson
Pro and Northwell.

Gotham is the primary typeface that should
be used for all general publications.

Adobe Carlson Pro is inteded for body copy
and pullout quotes.

Nothwell is a displace font that should be
used sparingly.

PRIMARY TYPEFACE

Gotham HTF

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

Adobe Carlson 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

Northwell

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

TYPOGRAPHY

Heading

SOURCE GOTHAM HTF BOLD

Sub Heading

SOURCE GOTHAM HTF BOLD

Body copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vehicula urna vel lectus laoreet feugiat. Maecenas eget ligula ut risus efficitur tempor. Pellentesque commodo commodo nisi sed luctus. Donec suscipit ligula vel purus convallis ultricies. Mauris eget lectus libero. Mauris mauris quam, molestie vitae eros id, sollicitudin sodales diam. Pellentesque eleifend, tortor vel aliquet pellentesque, orci nibh pulvinar nisi, vel vulputate augue elit consectetur dolor.

Source Adobe Carlson Pro

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