



## Primary Logo

This is the primary logo and should be used when introducing the brand. The primary mark should be used in one color—light purple, coral, blue, silver, black, or white.



## Secondary Logo

This is the secondary logo and can be used if "weekend" is not indicated in the messaging of a given collateral piece.



## Color Usage

Only use white reversed logo on approved brand colors, or sparingly over photography that isn't too light or busy.



## Illustrations

Use illustration in approved brand colors only and sparingly as a supporting graphic element. Reference postcard for usage example.

## Which file format should I use?

**\*EPS**—Highest quality vector file meant for printing

**TIFF**—Printing

**JPG**—Medium quality web images with white background

**PNG**—High quality web images with transparent background

## Which color format should I use?

**RGB** files for web

**\*Pantone (PMS)** files for print

**CMYK** files for print

\*recommended whenever possible

## Brand Colors



### Light Purple

PMS (Pantone) 7423 C

CMYK: 23, 87, 46, 0

RGB: 186, 68, 100

Hex: #BA4464



### Coral

PMS (Pantone) 177 C

CMYK: 0, 76, 43, 0

RGB: 240, 96, 104

Hex: #F06068



### Blue

PMS (Pantone) 7673 C

CMYK: 84, 80, 42, 37

RGB: 47, 45, 71

Hex: #2F2D47



### Silver

PMS (Pantone) Cool Gray 1 C

CMYK: 22, 17, 16, 0

RGB: 197, 199, 201

Hex: #C5C7C9