



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