

EDISON INTERACTIVE

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2019 BRAND GUIDELINES

# COLOR PALETTE

## Shadow Blue

**Hex:** #122330

**RGB:** 18, 35, 48

**CMYK:** 88, 72, 55, 64

## Steel Blue

**Hex:** #4c82af

**RGB:** 76, 130, 175

**CMYK:** 74, 43, 14, 0

## Harvest Gold

**Hex:** #f8bd3d

**RGB:** 248, 189, 61

**CMYK:** 2, 27, 87, 0

## Powder Blue

**Hex:** #b6c9d8

**RGB:** 182, 281, 216

**CMYK:** 28, 13, 9, 0

# LOGO USAGE

Using the logo on light backgrounds:



Using the logo on dark backgrounds:



Abbreviated Logo for square profile images and favicons:



# TYPOGRAPHY

## “ABEL” (ALL CAPS) FOR HEADLINES AND TITLES

“Montserrat Regular” and “Montserrat Bold” for copy:

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