

# VALIDITY STYLE GUIDE

## LOGO WITH FLAT COLORS – RECOMMENDED FOR USE IN PRINT



## LOGO WITH GRADIENT COLORS – RECOMMENDED FOR USE ON-SCREEN



## CORPORATE COLORS

	PRIMARY COLORS		SECONDARY COLORS		
FOR PRINT UN-COATED					
	PANTONE 465 U	PANTONE 2955 U	PANTONE 462 U	PANTONE 550 U	PANTONE 874 U (METALLIC)
FOR PRINT COATED					
	PANTONE 465 C	PANTONE 2955 C	PANTONE 462 C	PANTONE 550 C	PANTONE 874 C (METALLIC)
	C: 20 M: 32 Y: 58 K: 0	C: 100 M: 45 Y: 0 K: 37	C: 50 M: 58 Y: 100 K: 45	C: 38 M: 4 Y: 0 K: 19	NOTE: METALLICS CANNOT BE REPRODUCED WITH THE CMYK OR RGB PROCESS.
FOR ON-SCREEN	R: 206 G: 170 B: 122 HEX: #CEAA75	R: 0 G: 82 B: 136 HEX: #005288	R: 90 G: 71 B: 28 HEX: #5A471C	R: 126 G: 176 B: 204 HEX: #7EBOCC	

## TYPOGRAPHY

**NOTE:** Utopia and Helvetica Neue are the corporate typefaces to be used in all print materials and in graphics on the website and PowerPoint templates.

For website HTML type and live type in PowerPoint templates, Georgia should be used in place of Utopia, and Arial in place of Helvetica Neue.

### CORPORATE TYPEFACE

#### HEADLINE

**UTOPIA | Bold**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnp**  
**qrstuvwxyz**

#### BODY COPY

HELVETICA NEUE | Light  
 ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmnp  
 qrstuvwxyz

### CLOSEST SUBSTITUTE

#### HEADLINE

**GEORGIA | Bold**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnp**  
**qrstuvwxyz**

#### BODY COPY

ARIAL | Regular  
 ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmnp  
 qrstuvwxyz