



CATALYST 7 GROUP

BRAND STANDARDS GUIDE

LOGO VARIATIONS



LOGO
FULL COLOR



LOGO MARK
FULL COLOR



LOGO
1-COLOR



LOGO MARK
1- COLOR



LOGO
WHITE



LOGO MARK
WHITE

COLOR PALETTE



CATALYST 7 GROUP



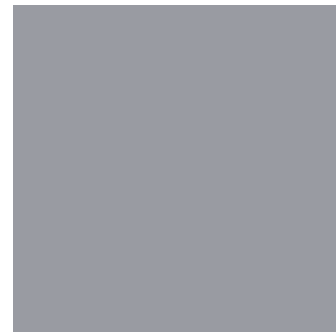
DEEP OCEAN

RGB: 0, 57, 68
CMYK: 96, 63, 55, 48
HEX: 2e2e2f
PMS: 2217 C



DEEP BLUE-GREEN

RGB: 13, 94, 107
CMYK: 92, 50, 46, 21
HEX: 065e6c
PMS: 5473 C



COOL GRAY

RGB: 153, 155, 162
CMYK: 43, 34, 30, 1
HEX: 999ba2
PMS: Cool Gray 7 C

TYPOGRAPHY

SPECIALTY/LOGO

KEYTIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

HEADLINE

CENTURY GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

BODY

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Century Gothic Italic

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BRANDING



