



**STYLE GUIDE 2023**

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Updated: May 6, 2023









VAST



VAST



VAST



VAST

## VAST PRIMARY BLUE

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CMYK: 95,82,50,62

RGB: 7,27,51

HEX: #071B33

## VAST ORANGE

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CMYK: 0,68,85,0

RGB: 243,116,58

HEX: #F3743A

# PRIMARY TYPEFACE

## SOLEIL

<https://fonts.adobe.com/fonts/soleil>

Aa

## HEADER TEXT:

Character: "Soleil Bold"

Setting: ALL CAPS

Kerning: 200

Suggested Size: 20 or 24pt

Color: Vast Orange, Vast Blue, or Solid White

## SUB-HEADER TEXT:

Character: "Soleil Light"

Setting: ALL CAPS

Kerning: 200

Suggested Size: 20 or 24pt

Color: Vast Orange, Vast Blue, or Solid White

## BODY TEXT:

Character: "Soleil Book"

Setting: Regular

Kerning: 0

Suggested Size: 10, 12, or 14pt

Color: Vast Blue, Solid Black, Solid White

**ORANGE ON BLUE**



**WHITE ON BLUE**



**WHITE ON ORANGE**



**BLUE ON WHITE**



**ORANGE ON WHITE**





## LOGO AND FLAG

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When the logo is used with the US flag, its width should never be scaled wider than the flag. Additionally, it should be at least 2 vertical width distance away from the flag.



