

# Logo

Horizontal Layout



Word Mark

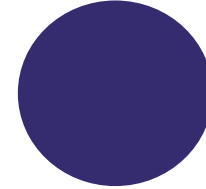
**COMMON**

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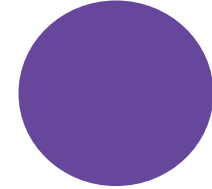
Logo Mark



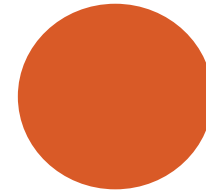
# Color Palette



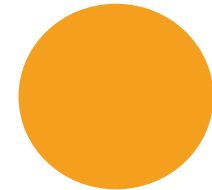
Hex: #3B2C71  
RGB: 59/44/113  
CMYK:  
48/61/0/56



Hex: #69449B  
RGB:  
105/68/155  
CMYK:



Hex: #D75A1B  
RGB: 215/90/27  
CMYK:  
0/58/87/16



Hex: #F9A01B  
RGB:  
249/160/27  
CMYK:

## Fonts

Aptos

**Franklin Gothic**

# COMMON Brand Guide