

# Core Logo and Branding STYLE GUIDE

## CORE LOGOS

### HORIZONTAL



**Core** LEADERSHIP  
INFRASTRUCTURE  
FUTURES

### VERTICAL



**Core**  
LEADERSHIP  
INFRASTRUCTURE  
FUTURES

## CORE FONTS

**Core** LEADERSHIP  
INFRASTRUCTURE  
FUTURES

Gotham Medium

Gotham Narrow Medium

## CORE COLORS



**DARK BLUE**

CMYK: 93/58/18/2

RGB: 0/103/155

HEX: #00679B



**LIGHT BLUE**

CMYK: 69/14/0/0

RGB: 44/172/227

HEX: #2CACE3

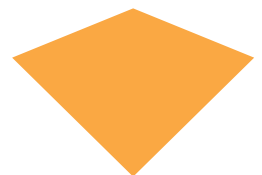


**RED**

CMYK: 4/91/91/0

RGB: 230/62/48

HEX: #E63E30



**ORANGE**

CMYK: 0/39/83/0

RGB: 250/168/68

HEX: #FAA844