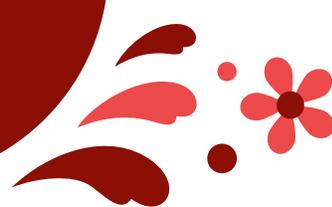# Brand At-A-Glance

PRIMARY LOGO

COLORS

CORAZÓN RED
HEX: #8B0E04
RGB: 139, 14, 4
CMYK: 0, 97, 100, 50
Pantone: 194 C

MERCADO ROSE
HEX: #CF4240
RGB: 207, 66, 64
CMYK: 13, 89, 79, 3
Pantone: 180 C

PECAN BROWN
HEX: #551900
RGB: 85, 25, 0
CMYK: 0, 73, 100, 80
Pantone: 4975 C

RIVERWALK TEAL
HEX: #038391
RGB: 3, 131, 145
CMYK: 85, 33, 38, 4
Pantone: 7474 C

MISSION BELL GREY
HEX: #333333
RGB: 51, 51, 51
CMYK: 0, 0, 0, 92
Pantone: Black7 C

CONCHA PINK
HEX: #E00490
RGB: 224, 4, 144
CMYK: 7, 99, 0, 0
Pantone: 225 C

BEXAR BERRY
HEX: #3D0F58
RGB: 61,15, 88
CMYK: 83, 100, 0, 44
Pantone 2627 C

NOPALES GREEN
HEX: #068460
RGB: 6, 132, 96
CMYK: 86, 25, 76, 10
Pantone: 141-6 C

RIO BLUE
HEX: #A1CBC9
RGB: 161, 203, 201
CMYK: 37, 7, 21, 0
Pantone: 5503 C

FIESTA GOLD
HEX: #F7D002
RGB: 247, 208, 2
CMYK: 4, 15, 100, 0
Pantone: 108 C

PEARL WHITE
HEX: #EEEEEE
RGB: 238, 238, 238
CMYK: 0, 0, 0, 10
Pantone: 427 C

DEPARTMENT LOGOS

FONTS

ARIAL REGULAR
Aa Bb Cc Dd Ee Ff Gg
1 2 3 4 5 6 7 8 9 0 ! ? &

ARIAL ITALIC
Aa Bb Cc Dd Ee Ff Gg
1 2 3 4 5 6 7 8 9 0 ! ? &

ARIAL BOLD
Aa Bb Cc Dd Ee Ff Gg
1 2 3 4 5 6 7 8 9 0 ! ? &

ARIAL BOLD ITALIC
Aa Bb Cc Dd Ee Ff Gg
1 2 3 4 5 6 7 8 9 0 ! ? &

ARIAL BLACK
Aa Bb Cc Dd Ee Ff Gg
1 2 3 4 5 6 7 8 9 0 ! ? &

Brand tools, stock photos, templates, & more here:
SA.gov/Brand