

PRIMARY LOGO



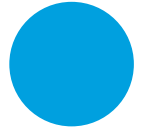
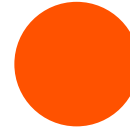
SECONDARY LOGO



ICON LOGO



COLORS



PMS	7687 C	PMS	2766 C	PMS	429 C	PMS	021 C	PMS	299 C
RGB	29 66 138	RGB	20 27 77	RGB	162 170 173	RGB	241 90 41	RGB	0 160 223
HEX	1D428A	HEX	141B4D	HEX	A2AAAD	HEX	FE5000	HEX	00A3E0
CMYK	100 78 0 18	CMYK	100 100 6 60	CMYK	21 11 9 23	CMYK	0 80 95 0	CMYK	86 8 0 0

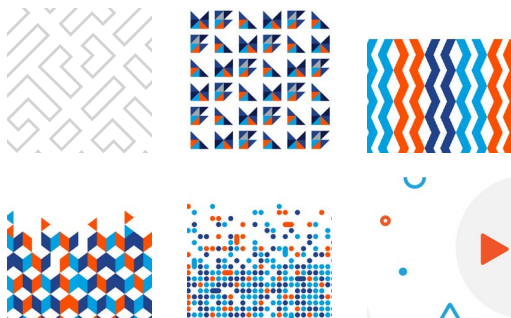
FONTS

HEADLINES TYPEFACE: RIFT SOFT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COPY TYPEFACE: AVENIR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE: CALIBRI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PATTERNS



CORE PURPOSE

MAKE IT BETTER.
MAKE A DIFFERENCE.

CORE VALUES

CARE DEEPLY



- VALUE PEOPLE.
- THINK CUSTOMER.
- WORK PASSIONATELY.
- IMPACT COMMUNITY.

BE CURIOUS



- THINK BIG.
- TEACH & LEARN.
- CONTINUOUSLY IMPROVE.
- DELIVER THE FUTURE.

OWN IT



- BE ACCOUNTABLE.
- HONOR COMMITMENTS.
- BRING SOLUTIONS.
- BUILD TRUST.

EMBRACE COMPETITION



- BE CONFIDENT.
- EXCEED EXPECTATIONS.
- SEEK EXCELLENCE.
- WIN CONSISTENTLY.