



SENIOR MARKETING
SPECIALISTS

INTERNAL BRANDING QUICK GUIDE





MAIN LOGO

[CLICK TO GO TO FILE](#)

MEDICARE
Cafe

Verdigris
#4EADAC



Orange Soda
#E4593B

KEY COLORS



Onyx
#414142



TIGERBRIUG VARIANTS

APPROVED FONTS

OPEN SANS VARIANTS

[CLICK TO GO TO FILE](#)

Cafe Noir
#402501

Skobeloff
#1d616b

Medium
#414142

Powder Blue
#a6c9e0

Dim Gray
#636363

SECONDARY COLORS



Verdigris
#4EADAC



Orange Soda
#E4593B



Onyx
#414142



TIGEDEBLUG VARIANTS

OPEN SANS VARIANTS

Cafe Noir
#402501

Skobeloff
#1d6e6b

Medium
Turquoise
#79dbd8

Powder Blue
#addbda

Dim Gray
#636363



Aegean
#325388



Blue NCS
#2783b7



THE BOLD FONT VARIANTS OPEN SANS VARIANTS

Harvest Gold
#E59625

Maya Blue
#67BEF0

Uranian Blue
#ABDBF7

Yale Blue
#28497A

Space Cadet
#1A2D4A



Cool Rich Black
#000000

Make sure
for any print
materials,

C = 60
M = 50

Y = 40
K = 100



White
#FFFFFF



Rebecca Purple
#62449b



Wisteria
#b5a2ce



DAZZLE UNICASE VARIANTS OPEN SANS VARIANTS

Mulberry
#c155a0

Middle Blue
#73cee6

Dark Rebecca
#602d91

Light Purity
#dfd6e9

Wisteria
#b5a2ce



SENIOR MARKETING
SPECIALISTS
UNIVERSITY

Aegean
#325388



Slate
#808ea1



COLLEGE VARIANTS

OPEN SANS VARIANTS

Baby Blue
Eyes
#9EBDE8

Glaucous
#5988CF

Prussian Blue
#1D385E

Cadet Blue
Crayola
#A1B2C7

Black Coral
#525c69



Aegean
#325388



Blue Yonder
#4F74AB



Goldenrod
#E6A900



NEXT ART VARIANTS

OPEN SANS VARIANTS

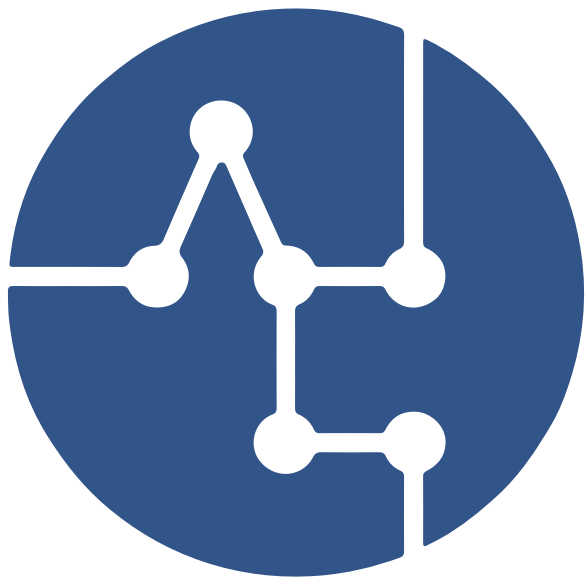
Space Cadet
#142B50

Prussian Blue
#19355E

Bdazzled Blue
#315489

Queen Blue
#3D64A0

Dark Goldenrod
#c28e00



Aegean
#325388



Slate
#808ea1



DUNBAR VARIANTS

OPEN SANS VARIANTS

Baby Blue
Eyes
#9EBDE8

Glaucous
#5988CF

Prussian Blue
#1D385E

Cadet Blue
Crayola
#A1B2C7

Black Coral
#525c69



Dark Cornflower Blue
#284690

Medicare  CENTER

Sonic Silver
#727272

Medicare  CENTER

Satin Sheen Gold
#C09B44

Medicare  CENTER

MONTSERRAT VARIANTS OPEN SANS VARIANTS

Royal Blue
Dark
#0c2b75

Cornflower
Blue
#698bdb

Davys Grey
#315489

Spanish Gray
#919191

Bistre Brown
#9e7721