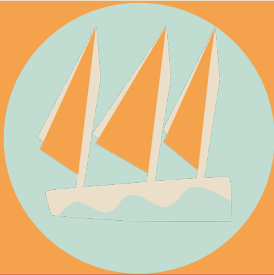


# Brand Identity and Guidelines

Name: **CAPTAINS**

Tagline: **DISCOVERING LEADERSHIP**

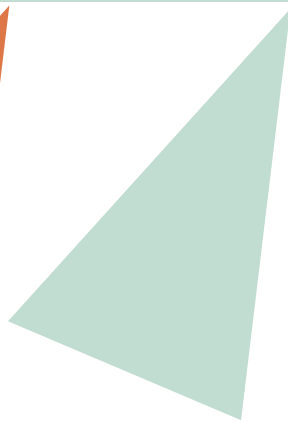
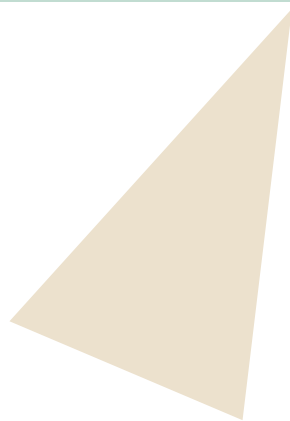


## Voice:

Empowering means to give someone the authority to do something. "Captains" strives to be a voice of guiding inspiration that resonates with listeners and empowers them to use their talents to lead in their daily lives.

## Slogans include:

**Navigate, Challenge, Empower  
Oceans of Opportunity**



### CAPTAINS BEIGE

HEX #EBDFCA

RGB: 235 223 202

CMYK 7 10 20 0

PMS 475

### CAPTAINS ORANGE

HEX #F3A24D

RGB: 243 162 77

CMYK 2 42 79 0

PMS 157

### CAPTAINS SIENNA

HEX #DC7647

RGB: 220 118 71

CMYK 10 64 79 1

PMS 7577

### CAPTAINS TEAL

HEX #C1DBD0

RGB: 193 219 208

CMYK 24 4 19 0

PMS 566

### CAPTAINS OCEAN

HEX #93ABA4

RGB: 147 171 164

CMYK 45 23 35 0

PMS 5507

Serif:

**Garamond**

San-Serif:

**Madeyn Sans**

SPECIALTIES: **BEBAS & LEMON MILK**