



PRIMARY COLOR PALETTE



PMS 7723 C	PMS 7545 C	PMS 3258 C	PMS 7541 C	PMS 626 C
HEX #349980	HEX #304351	HEX #40AE9D	HEX #D2D8DA	HEX #214A3C
CMYK 80 10 45 0	CMYK 75 48 39 29	CMYK 75 2 31 0	CMYK 17 9 8 0	CMYK 84 37 64 27
RGB 52 153 125	RGB 30 43 51	RGB 67 184 157	RGB 210 216 218	RGB 33 74 60

SECONDARY COLOR PALETTE



PMS 151 C	PMS 116 C	PMS 310 C
HEX #FF6A02	HEX #FCC10A	HEX #4EB9D0
CMYK 0 58 100 0	CMYK 1 24 98 1	CMYK 70 2 3 0
RGB 255 106 2	RGB 52 193 10	RGB 78 185 208

TYPEFACES

The primary typeface for Zenergy **print communication** materials is the Gotham family. Use Georgia when a secondary serif font is required.

The primary typeface for Zenergy **digital communication** materials is the Open Sans family. Use Georgia when a secondary serif font is required.

Helvetica and Times New Roman are acceptable when the primary font families are unavailable.

Gotham Book
 QWERTYUIOPASDFGHJKLZXCVBNMq
 wertyuiopasdfghjklzxcvbnm1234567890

Gotham Medium
 QWERTYUIOPASDFGHJKLZXCVBNMq
 wertyuiopasdfghjklzxcvbnm1234567890

Gotham Black
 QWERTYUIOPASDFGHJKLZXCVBNMq
 wertyuiopasdfghjklzxcvbnm1234567890

Open Sans Regular
 QWERTYUIOPASDFGHJKLZXCVBNMq
 wertyuiopasdfghjklzxcvbnm1234567890

Open Sans Semibold
 QWERTYUIOPASDFGHJKLZXCVBNMq
 wertyuiopasdfghjklzxcvbnm1234567890

Open Sans Extrabold
 QWERTYUIOPASDFGHJKLZXCVBNMq
 wertyuiopasdfghjklzxcvbnm1234567890

Georgia Regular
 QWERTYUIOPASDFGHJKLZXCVBNMq
 wertyuiopasdfghjklzxcvbnm1234567890

Georgia Bold
 QWERTYUIOPASDFGHJKLZXCVBNMq
 wertyuiopasdfghjklzxcvbnm1234567890