When creating service-specific content, please keep our brand colors in mind. These colors should make up 90% of the created piece (not including white). These are the ONLY colors to be used.

**COLOR ALLOCATION**

<table>
<thead>
<tr>
<th>Color</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles Black</td>
<td>30%</td>
</tr>
<tr>
<td>Miles Blue</td>
<td>20%</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>20%</td>
</tr>
<tr>
<td>Light Blue</td>
<td>10%</td>
</tr>
<tr>
<td>Red</td>
<td>5%</td>
</tr>
<tr>
<td>CTA Yellow</td>
<td>5%</td>
</tr>
</tbody>
</table>

All icons are to be used in one of the two accepted color formats, colored or white. The use of icons should follow the same format as the logos.

**TYPOGRAPHY**

- **Titillium Web**
  - Primary Font
  - Use Titillium Web for titles and subtitles. Keep proposals, presentations, and documents on-brand by using this font in all of your titular text.
  - Secondary Font
  - Use Lato for paragraph and body text.

**HEADLINES/BODY COPY**

- **Titillium Web**
  - H1
  - H2 & H3

- **Lato**
  - H4 & H6

- **Body Font**
  - Body Font Example

**TEMPLATES**

- Letterhead - Proposal - Slide Deck

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**COLOR USED**

- **Miles Black**
  - Hex: #161E2E
  - RGB: 22, 30, 46
  - CMYK: 100, 81, 3, 0

- **Miles Blue**
  - Hex: #05DAEC
  - RGB: 0, 74, 160
  - CMYK: 100, 91, 31, 22

- **Dark Blue**
  - Hex: #002C68
  - RGB: 0, 44, 104
  - CMYK: 100, 91, 31, 22

- **Light Blue**
  - Hex: #A2D7FF
  - RGB: 162, 215, 255
  - CMYK: 25, 7, 0, 0

- **Red**
  - Hex: #DE1B29
  - RGB: 222, 27, 41
  - CMYK: 7, 100, 96, 1

- **CTA Yellow**
  - Hex: #FFBB33
  - RGB: 255, 187, 51
  - CMYK: 0, 29, 90, 0

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*The only exception being our logo and slogan variation.*

Iconography can be used after logo has been used previously in same piece.