

LOGO



PRIMARY



BLACK



WHITE



A clear space equal in width to the 'N' in Norwalk should be maintained at all times.



The word NORWALK is not typeset using a font, it is a piece of art.

Should only be used for short headlines or labels.

*Billion Dreams*

Sub-branding, longer headlines, or or as body copy.

**GOTHAM**

Gotham Book

*Gotham Book Italic*

**Gotham Medium**

*Gotham Medium Italic*

**Gotham Bold**

*Gotham Bold Italic*

**Gotham Black**

*Gotham Black Italic*

## COLORS



### PMS 2925

CMYK 75 18 0 0

RGB 0 156 222

HEX/HTML 009CDE

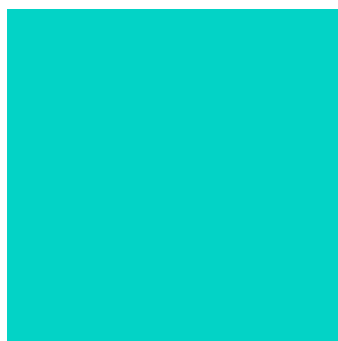


### PMS Warm Red C

CMYK 0 83 81 0

RGB 249 66 58

HEX/HTML F9423A



### PMS 3255

CMYK 58 0 30 0

RGB 44 213 196

HEX/HTML 2CD5C4



### PMS 367

CMYK 37 0 77 0

RGB 164 214 94

HEX/HTML A4D65E



### PMS 123

CMYK 0 16 89 0

RGB 255 199 44

HEX/HTML FFC72C



### PMS 1905

CMYK 0 47 2 0

RGB 245 155 187

HEX/HTML F59BBB



### PMS 675

CMYK 17 98 1 7

RGB 174 37 115

HEX/HTML AE2573



### PMS Black C

CMYK 65 66 68 82

RGB 45 41 38

HEX/HTML 2D2926

## SUB-BRANDING



The 'N' icon should be made up of three contrasting colors within the brand's color palette.

The word 'NORWALK' should be written with the font Gotham Medium and be Black.



The total height of both lines should equal the height of the 'N' icon.

The descriptor word font should be Gotham Bold and the same PMS color as the first vertical of the 'N' icon.

