



**Style Guide**

Version 1.0 | 02/01/2019

## Master Logo



The above logo is the preferred use of the asset (without the tagline). However the use of the tagline is still available when appropriate. The logo may only be used in the blue / black color or in a full white on a blue or black background. The logo should be used in a flat horizontal layout, it may not be used in a vertical or angled layout. You may use the icon in the blue / black color or in all white if used on a blue or black background.

## Logo Variations



Tagline Included

Inverted Colors

Logo Mark Only

## Primary Colors



Eye-So Blue

#005398  
R0 G83 B152  
C100 M45 Y0 K40



Serious Black

#000000  
R0 G0 B0  
C100 M100 Y100 K100



Excellence Gold

#D19C38  
R209 G156 B56  
C18 M39 Y93 K1

## Color Palette

The above colors are the primary ISOOutsource colors. You can deviate from them when needed but only within the color palette below. Each item below represents a 10% opacity difference from the color above it. From a 100% opacity down to a 50% in the final box. Note the first color below starts with a 90% opacity, Full color is represented in the main boxes above.



#1963A1  
R25 G99 B161  
C84 M39 Y0 K37



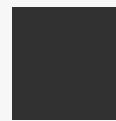
#191919  
R25 G25 B25  
C0 M0 Y0 K90



#D5A54B  
R213 G165 B75  
C0 M23 Y65 K16



#3174AB  
R49 G116 B171  
C71 M32 Y0 K33



#313131  
R49 G49 B49  
C0 M0 Y0 K81



#D9AE5E  
R217 G174 B94  
C0 M20 Y57 K15



#4A84B5  
R74 G132 B181  
C59 M27 Y0 K29



#4A4A4A  
R74 G74 B74  
C0 Y0 M0 K71



#DCB771  
R220 G183 B113  
C0 M17 Y49 K14



#6395BE  
R99 G149 B190  
C48 M22 Y0 K25



#636363  
R99 G99 B99  
C0 M0 Y0 K61



#D0C084  
R208 G192 B132  
C0 M8 Y37 K18



#7CA5C7  
R124 G165 B199  
C38 M17 Y0 K22



#7C7C7C  
R124 G124 B124  
C0 M0 Y0 K51



#E4C997  
R228 G201 B151  
C0 M12 Y34 K11

The below fonts are the authorized fonts to be used. You can use either the Open Sans (light, regular, bold, or italic) as well as the Karla (regular, bold, italic, or bolditalic) as needed. You can mix the fonts within a document but a given section (excluding headers) should remain the same font.

## Primary Typeface

“Almost before we knew it, we had left the ground.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ \* : ; ! ? )

Open Sans Light

“Almost before we knew it, we had left the ground.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ \* : ; ! ? )

Open Sans Regular

**“Almost before we knew it, we had left the ground.”**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ \* : ; ! ? )**

Open Sans Bold

## Secondary Typeface

“Almost before we knew it, we had left the ground.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ \* : ; ! ? )

Karla Regular

## Callouts

### Quote

This is some quoted text

### Info

This is some informational text

#### Title

This is some informational text

### Warning

This is a warning

#### Title

This is a warning

### Danger

It's super important that this is read

#### Title

This is super important

### Console Text

This is some example text  
Use Ctrl-Enter for a new line  
Isn't this fun!

## Tables

Heading1	Heading2	Heading3	Heading4
Normal	Text	Text	Text
Danger	Text	Text	Text
Warning	Text	Text	Text
Info	Text	Text	Text
Success	Text	Text	Text