Text

Description automatically generated

**FONT & BRAND COLOR GUIDELINES**

OUR PRIMARY FONT IS: Lato Regular

We use Lato Regular for most copy and standard messaging.

**We use Lato Black for HEADLINES**

**TYPICALLY IN FULL CAP.**

Lato Light is great, but we tend to use it sparingly, and we don’t go thinner than Lato Light.

We **always** use our five brand colors as our font color + white when needed... and we never use black font.

For web copy, we use the following font formats:

**ALL CAPS LATO BLACK HEADLINES IN GOAL LIGHT RED**

ALL CAPS LATO REGULAR IN ICY BLUE FOR SUB-HEADINGS

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| **OUR COLORS** | **PANTONE ALTERNATES** |
| **POWER BLUE** HEX: 023047  R 2 | G 48 | B 71 CMYK: 97, 32, 0 | NautilusHEX: 21384E PMS 19-4113 TSX |
| **GOAL LIGHT RED** HEX: E5476F  R 229 | G 71 | B 111  CMYK: 0, 70, 54, 6 | Bossy Pink | HEX: CE3D66 PMS 18-2054 TSX |
| Candy Kiss | HEX: FF5696 PMS 15-1863 TSX |
| **PRIDE YELLOW** HEX: FFD166  R 255 | G 209 | B 102  CMYK: 0, 18, 60, 0 | Spaghetti Squash HEX: FFD113 PMS 13-0761 TSX |
| **SEATTLE GREEN** HEX: 06D6A0  R 6 | G 214 | B 160 CMYK: 97, 0, 25, 15 | Carnival Glass | HEX: 81E4BD PMS 13-6030 TSX |
| Polynya | HEX: 76DAD3 PMS 13-5329 TSX |
| **ICY BLUE** HEX: ADE8F4  R 173 | G 232 | B 244 CMYK: 29, 5, 0, 4 | CastawayHEX: 91D5ED PMS 13-4421 TSX |
| **SNOWCAP WHITE** HEX: FFFFFF  R 100 | G 100 | B 100 CMYK: 0, 0, 0, 0 | Bright WhiteHEX: F4F9FF PMS 11-0601 TCX |
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For full color details, visit <https://encycolorpedia.com>.

The definition behind our six brand colors:

* **Goal Light Red - Loud and proud: capturing the excitement and electricity of the game.**
* **Pride Yellow - Radiant and energized: bursting with energy, shining through for all to see.**
* **Seattle Green - Bold and bountiful: repping the Emerald City and its evergreen spirit.**
* **Icy Blue - Sleek and elegant: frigid at first, ready to bolt like a breakaway.**
* **Power Blue - Swift and strong: a deep hue connected to the region's abundant waters.**
* **Snowcap White - Crisp and bright: towering over the city on its peaks.**