

# BGCNEO BRAND COLORS & FONTS

## Core Brand Colors

### Primary Color

BGCA Blue is our primary color. It establishes clarity and consistency.

### Extended Palette

Additional colors are used for clarity in data visualization or when additional color is needed to differentiate information. These colors should be used in combination with BGCA Blue.

### Digital Usage

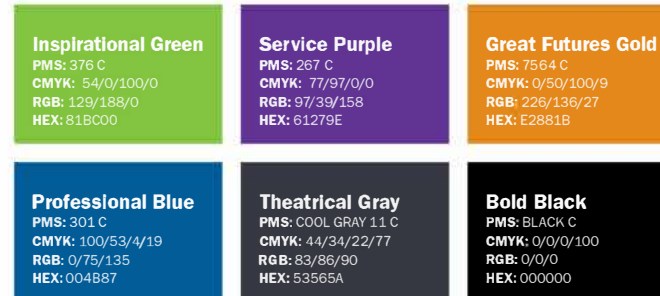
- Text links on light backgrounds: #0081C6
- Text links on dark backgrounds: #82D4FF
- Headlines and subheads: #004B87
- Body copy: #333333
- Background: #0C5692, #F5F0EF, #DCD7D6
- Footer background: #53565A

### Color Palette

Primary Color



Expanded Palette



### Franklin Gothic Book URW - Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Franklin Gothic URW - Demi

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Open Sans - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Open Sans - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Helvetica - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Arial - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

