I SAVE FL *Brand Sheet*

LOGOS

Color

One color options (Orange, Soft Black, and Ash)

White only

TYPOGRAPHY

FF Good Headline Pro Condensed

https://fonts.adobe.com/fonts/ff-good-headline

Regular	**Medium**	**Black**
Regular Italic	**Medium Italic**	***Black Italic***

FF Good Headline Pro Condensed is a versatile typeface. Its thinner weights, Light or Regular, are subtle and sleek, while its heavier weights, including Black and Ultra, command far more attention when needed. This typeface is to be used in headlines and subheadlines as well as standalone words or phrases.

Montserrat

https://fonts.adobe.com/fonts/montserrat

Light	Medium	**Extra Bold**
Light Italic	*Medium Italic*	***Extra Bold Italic***

Montserrat is a clean, modern, and legible geometric typeface. The lighter weight fonts in the family, including Light and Regular, are well suited for medium-length and long-form body copy. The heavier weights, Bold, Extra bold, and Black, can be applied in specific instances to draw attention to a single word or phrase within a paragraph, and can also be used in headlines and subheadlines.

Noto Serif

https://fonts.adobe.com/fonts/noto-serif

Light	Medium	**Extra Bold**
Light Italic	*Medium Italic*	***Extra Bold Italic***

Noto Serif is an approachable, traditional font that is best used for long-form content, like formal documents and white papers, to ensure readability and retention. It also works well for smaller-sized type, including disclaimers and callouts like quotes or image attributions.

COLORS

Color	Tint Percentage
Safety Orange RGB - 244, 121, 31 CMYK - 0, 65, 100, 0 HEX - f4791f	75% / 50% / 25%
Burnt Orange RGB - 182, 90, 30 CMYK - 22, 72, 100, 10 HEX - b65b1e	75% / 50% / 25%
Alert Yellow RGB - 254, 210, 55 CMYK - 0, 16, 88, 0 HEX - fed136	75% / 50% / 25%
Soft Black RGB - 32, 37, 40 CMYK - 76, 66, 60, 68 HEX - 212529	75% / 50% / 25%
Ash RGB - 52, 70, 78 CMYK - 78, 60, 52, 38 HEX - 35464e	75% / 50% / 25%