

# Micro-Measurements Branding Cheat Sheet

for Quick Reference

## LOGO PRIMARY COLORS

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CMYK	RGB	HEX
C 100	R 0	#0088ce
M 31	G 136	
Y 0	B 206	
K 0		



CMYK	RGB	HEX
C 0	R 109	#6d6e71
M 0	G 110	
Y 0	B 113	
K 70		

## SECONDARY COLORS

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CMYK	RGB	HEX
C 0	R 198	#c6442e
M 83	G 68	
Y 84	B 46	
K 20		



CMYK	RGB	HEX
C 97	R 0	#005a8e
M 67	G 90	
Y 21	B 142	
K 5		



CMYK	RGB	HEX
C 0	R 255	#ffc72c
M 19	G 199	
Y 89	B 44	
K 0		



CMYK	RGB	HEX
C 0	R 188	#bcbec0
M 0	G 190	
Y 0	B 192	
K 30		

## PRIMARY FONTS

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### Century Gothic

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Century Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Century Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Century Gothic Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## SECONDARY FONTS

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### Helvetica

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Helvetica Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Arial Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**