

NORTHWESTFL



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LOGO

NORTHWESTFL

LIGHT BACKGROUND
The primary or black logo is for white or light backgrounds.

NORTHWESTFL
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DARK BACKGROUND
The primary or white logo is for dark backgrounds and images.

NORTHWESTFL
NORTHWESTFL

GRADIENT BACKGROUND
The white logo is for gradient backgrounds.

NORTHWESTFL

PRIMARY

TEAL

#00BFA5

0 / 191 / 165

SECONDARY

TURQUOISE

#00E1C2

0 / 225 / 194

ORANGE

#FFB800

255 / 184 / 0

DARK ORANGE

#E2A300

226 / 163 / 0

GREEN

#65B250

101 / 178 / 80

BLACK

#000000

0 / 0 / 0

WHITE

#FFFFFF

255 / 255 / 255

GRADIENTS

TURQUOISE

ORANGE

TEAL

ORANGE

TEAL

WHITE

TYPE FAMILY

Bebas Neue

AA

BBCCDDEEFFGG

HHIIJJKKLLMMNN

OO PPQQRRSSTT

UU VVWWXXYYZZ

Poppins

Aa

BbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTt

UuVvWwXxYyZz

TYPE STYLES

- Headlines - Bebas Neue Bold
- Eye brow headlines - Poppins SemiBold (with added kerning)
- Body copy - Poppins Light
- Body copy highlights - Poppins Medium

EYEBROW HEADLINE

PRIMARY HEADLINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.