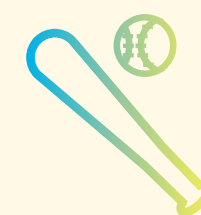


SOUTHWESTFL

SOUTHWESTFL



SOUTHWESTFL

BRAND SYSTEM

CREATED BY



SOUTHWESTFL

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

SOUTHWESTFL
SOUTHWESTFL

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

SOUTHWESTFL
SOUTHWESTFL

GRADIENT BACKGROUND
The white logo is for gradient backgrounds.

SOUTHWESTFL

PRIMARY

TEAL

#54BDBE
84 / 189 / 190

DARK BLUE

#0098C7
0 / 152 / 199

YELLOW

#F8DD53
248 / 221 / 83

SECONDARY

DARK TEAL

#3EA1A3
62 / 161 / 163

BLUE

#00B1E7
255 / 184 / 0

GOLD

#CCAF1A
204 / 175 / 26

GREEN

#83C48F
131 / 196 / 143

BLACK

#000000
0 / 0 / 0

WHITE

#FFFFFF
255 / 255 / 255

GRADIENTS

BLUE

GREEN

YELLOW

BLUE

#007CA1

TEAL

#57825F

YELLOW

#AC9000

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.