



GROUND + SPACE

BRAND GUIDE



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This logo features a stylized "G" and "S" comprised of modular elements arranged in a purposeful, architectural way. The pieces are representative of the different elements of your business coming together to be more than the sum of their parts.

## COLOR PALETTE

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PMS: 7461 C  
RGB: 0 | 124 | 186  
HEX#: 007CBA  
CMYK: 96 | 42 | 6 | 0



PMS: 2995 C  
RGB: 0 | 166 | 224  
HEX#: 00A6E0  
CMYK: 81 | 12 | 1 | 0



PMS: 324 C  
RGB: 153 | 214 | 215  
HEX#: 99D6D7  
CMYK: 38 | 0 | 17 | 0



PMS: Warm Red C  
RGB: 238 | 72 | 62  
HEX#: EE483E  
CMYK: 0 | 87 | 80 | 0



PMS: 447 C  
RGB: 55 | 58 | 54  
HEX#: 373A36  
CMYK: 0 | 0 | 0 | 90



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