

Logos



Main logos



One-color versions



White versions

Typefaces

Avenir Next is the main typeface for Simpson, but **Roboto Slab** can be used for headlines or emphasis.

Avenir Next Regular for copy:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Next Demi Bold for headlines:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Next Bold for headlines:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Slab Regular for headlines or emphasis:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Slab Bold for headlines or emphasis:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Colors



Dark Blue
PMS 2955
CMYK: 100/45/0/37
RGB: 0/60/94
HEX: #003c5e



Light Blue
PMS 5405
CMYK: 58/17/0/46
RGB: 77/119/140
HEX: #4d778c



Dark Gray
85% Black used for copy
HEX: #262626



Orange
CMYK: 2/79/94/0
RGB: 250/66/15
HEX: #fa420f



Turquoise
CMYK: 58/5/26/0
RGB: 104/207/212
HEX: #5ab4b8



Green
CMYK: 50/0/99/1
RGB: 129/204/71
HEX: #75ba41