

WORLDVUE



STANDARDS CONTENT

Logo	3
Our Promise	5
Typography	6
Our Values	8
Color Palette	9

LOGO

Primary



LOGO

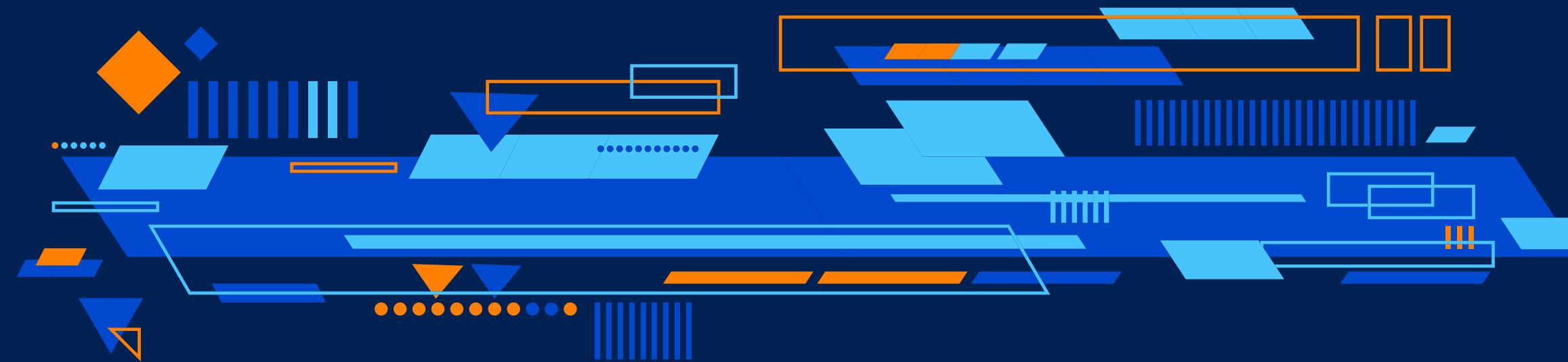
Alternates



Our

PROMISE

**WE DELIVER
EVERY TIME
NO EXCEPTIONS**





Font

MONTSERRAT
EXTRA BOLD
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567889

PRIMARY HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tempus tincidunt purus, eget vestibulum odio interdum id. Pellentesque vulputate, justo sit amet ultricies rhoncus, leo sem aliquet velit, et consectetur nunc ligula non lacus. Aenean gravida metus sit amet tristique volutpat. Ut vel nisl fermentum ex accumsan venenatis. Vivamus molestie neque nec elit convallis molestie. Etiam cursus vestibulum lectus. Etiam ultrices elit eget dapibus tempus. Sed semper aliquam leo at congue.

Secondary Heading

In aliquam maximus libero, et ultrices nunc pretium at. Fusce lectus mi, dapibus ut turpis id, bibendum cursus sapien. Maecenas sit amet metus semper, blandit risus in, molestie sapien. Fusce lacus nisi, tincidunt eget nisl vitae, ultricies ornare purus. Aliquam a finibus augue. Nulla quis mi sit amet odio elementum cursus. Maecenas arcu massa, imperdiet non fermentum eu, dapibus eget risus.

Accent, Link, or Call to Action

Our

VALUES



CHIRP

COACHABLE
HUMBLE
INTELLIGENT
RESPONSIVE
PERSISTENT

COLORS



PRIMARY

Vegas Blue

1, 73, 207

Use on White



HIGHLIGHT

McLaren Orange

255, 128, 0

Use on White or Black



SECONDARY BACKGROUND

Dark Blue

3, 34, 84

Only used as background



SECONDARY HIGHLIGHT

McLaren Blue

71, 197, 250

Only use on Secondary
Background