



## Launch Point

Launch Point utilizes the core blue and orange color scheme. Yellow or pink may be used as an accent but never as a primary color in the design.

### Copy Guidelines

- **Body:** Montserrat 9pt
  - Tracking: 0-10
  - Leading: 14
  - Kerning: Metric
- **Headline:** Merriweather Bold (-10 tracking)
- **Call out:** Montserrat in all caps or Merriweather Book
- Launch Point should always be two words, and sentence case in body copy.



### Example 1

Here are two examples demonstrating proportion of color. The main color is white, supported by an orange header and pink accent.



### Example 2

Reversed out with ABWE blue as the background color, light blue is used for the headline, while blue serves as the accent.

## Logo Guidelines

- The Launch Point logo may appear in charcoal, black, white, or two-tone blue.

## Color Guidelines

- Launch Point primarily utilizes the ABWE core blue and orange color scheme, along with ample amounts of white space.



### COLOR PALETTE

Launch Point leans heavily into the blue and [orange of the primary palette](#). Yellow and pink serve as accents.

### ADDITIONAL SHADES

Tints of each color may be utilized in 10% increments.



**BUSINESS CARDS**

- Headline is Montserrat Book 12pt/13 in ABWE blue
- Text is Montserrat Book 7pt/9 in ABWE blue



**PROMOTIONAL MATERIAL**

Logo placement is consistently kept in the upper right corner of material

