

# PINPOINT TESTING LOGO INFORMATION

## PRIMARY LOGOS



## LIGHT LOGOS



## FONTS

**PINPOINT**

FONT: PROXIMA NOVA

PRODUCTS

FONT: JOSEFIN SANS STD LIGHT

## COLORS - TEXT (PRIMARY | LIGHT)



PRIMARY COLOR:  
PANTONE 654 C

CMYK: 74, 48, 0, 54  
RGB: 30, 61, 117  
HEX: #1E3D75



PRIMARY COLOR:  
PANTONE COOL GRAY 7C

CMYK: 0, 0, 0, 43  
RGB: 145, 145, 145  
HEX: #919191



PRIMARY COLOR:  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF



PRIMARY COLOR:  
PANTONE COOL GRAY 3C  
CMYK: 0, 0, 0, 20  
RGB: 204, 204, 204  
HEX: #CCCCCC

*To reinforce branding, every effort should be made to use the above specifications on all marketing materials.*

# PINPOINT TESTING LOGO INFORMATION

## COLORS - ICON (FULL COLOR)

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PRIMARY COLOR:  
PANTONE COOL GRAY 7C

CMYK: 0, 0, 0, 43  
RGB: 145, 145, 145  
HEX: #919191



PRIMARY COLOR:  
PANTONE COOL GRAY 6C

CMYK: 0, 0, 0, 34  
RGB: 169, 169, 169  
HEX: #A8A8A8



PRIMARY COLOR:  
PANTONE COOL GRAY 3C

CMYK: 0, 0, 0, 20  
RGB: 204, 204, 204  
HEX: #CCCCCC



PRIMARY COLOR:  
PANTONE 3025C

CMYK: 82, 33, 0, 53  
RGB: 21, 80, 119  
HEX: #155077



PRIMARY COLOR:  
PANTONE 653C

CMYK: 67, 33, 0, 40  
RGB: 50, 102, 153  
HEX: #326699



PRIMARY COLOR:  
PANTONE 646C

CMYK: 55, 25, 0, 31  
RGB: 79, 132, 175  
HEX: #4F84AF

## COLORS - ICON (GRAYSCALE)

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PRIMARY COLOR:  
PANTONE COOL GRAY 7C

CMYK: 0, 0, 0, 43  
RGB: 145, 145, 145  
HEX: #919191



PRIMARY COLOR:  
PANTONE COOL GRAY 6C

CMYK: 0, 0, 0, 34  
RGB: 169, 169, 169  
HEX: #A8A8A8



PRIMARY COLOR:  
PANTONE COOL GRAY 3C

CMYK: 0, 0, 0, 20  
RGB: 204, 204, 204  
HEX: #CCCCCC



PRIMARY COLOR:  
PANTONE 424C

CMYK: 0, 0, 0, 56  
RGB: 112, 112, 112  
HEX: #707070

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