

# THEA FOUNDATION BRAND GUIDE

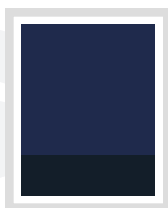
## BRAND LOGO VARIATIONS



## PRIMARY FONT AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

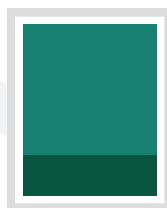
## BRAND COLORS



### PRIMARY COLOR

**PMS** PANTONE 534 C  
ALT PANTONE 7547 C

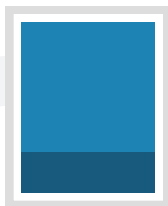
**HEX** #1F2A4C  
ALT #131E29



### PRIMARY COLOR

**PMS** PANTONE 3282 C  
ALT PANTONE 343 C

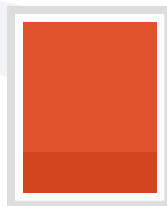
**HEX** #178071  
ALT #095540



### PRIMARY COLOR

**PMS** PANTONE 639 C  
ALT PANTONE 7700 C

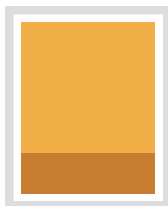
**HEX** #1D83B4  
ALT #185A7D



### PRIMARY COLOR

**PMS** PANTONE 7579 C  
ALT PANTONE 7620 C

**HEX** #DE532A  
ALT #D2451E



### PRIMARY COLOR

**PMS** PANTONE 1365 C  
ALT PANTONE 7571 C

**HEX** #F2AF47  
ALT #C97D31