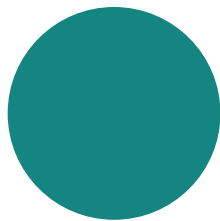
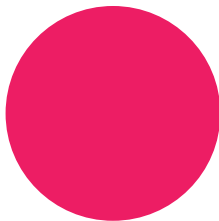


# TOP 250 2022 ONE-SHEET

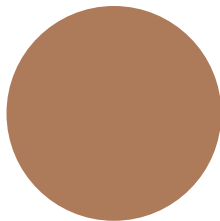
PALETTE Meant to be neutral overall, not too feminine or masculine  
Uses split complimentary combinations to pair colors in a non-obtrusive way



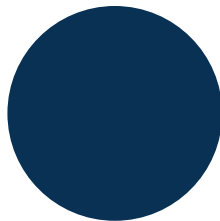
CMYK: 84, 30, 50, 7  
RGB: 25, 132, 129  
HEX: #198481



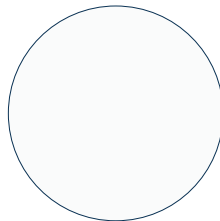
CMYK: 0, 97, 42, 0  
RGB: 238, 35, 100  
HEX: #ee2364



CMYK: 29, 52, 67, 8  
RGB: 173, 123, 91  
HEX: #ad7b5b



CMYK: 100, 80, 38, 37  
RGB: 10, 50, 84  
HEX: #0a3254



CMYK: 2, 1, 1, 0  
RGB: 249, 249, 250  
HEX: #f9f9fa



COLOR DISTRO 1



COLOR DISTRO 2

Brother 1816 Black  
AAUX NEXT SEMIBOLD  
Aux Next Regular

FONTS

## Heading

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### SUBHEADING

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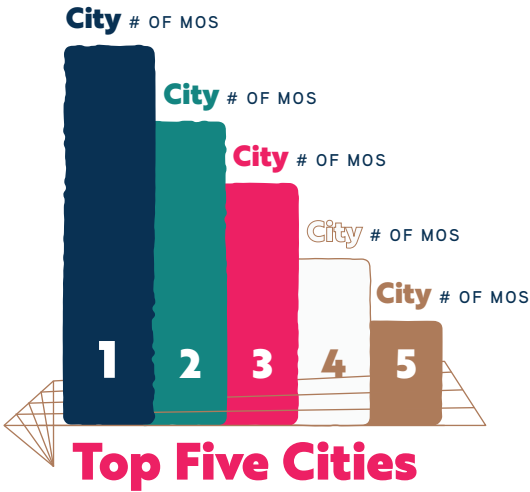
## LOGOS



## ICONOGRAPHY



## SAMPLE INFOGRAPHIC



## Concept

**FLEXIBILITY AND CHANGE:** Combining and intertwining symbolic elements of competition, growth, and strength (flame, mountain, trees, etc) with modern geometric forms

Contrast between rough and clean forms adds visual tension and interest

Meant to highlight Top 250 in an exciting and bold way

Geometry relates three dimensionally to a grid for a floorplan

