

# Compass - Brand Standards Quick Reference

## Primary Logos



Stacked Vertical



Horizontal

## Color Palette



Pantone  
289

Pantone  
3025

Pantone  
7409

C M Y K  
99 84 45 51

C M Y K  
100 65 37 21

C M Y K  
3 32 98 0

#09223f

#004e6d

#f4b21f

## Secondary Logos & Assets



Shadow C Icon



C Icon



Arrows Horizontal



Arrow Stacked Vertical

## Photography & Video Style



## Typography

Stronger

**COMPASS**

AA BB CC DD EE FF GG HH II JJ  
KK LL MM NN OO PP QQ RR SS TT  
UU VV WW XX YY ZZ

Jost

**Compass**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

**Bold**

**Lorem ipsum  
dolor sit amet.**

Regular

Lorem ipsum  
dolor sit amet.