

ASO Family Resource Center: Fonts and Color used in Logo and Trifold Brochure

FONT USED IN LOGO:

Minion Pro - Semibold



COLORS USED IN LOGO:





PANTONE

-  PMS 632 Lt. Blue
-  PMS 634 Blue
-  PMS 368 Lt. Green
-  PMS 349 Dk. Green

CMYK

-  93 / 2 / 15 / 7
-  100 / 13 / 10 / 41
-  65 / 0 / 100 / 0
-  90 / 12 / 95 / 40

RGB

-  0 / 147 / 178
-  0 / 95 / 131
-  120 / 190 / 32
-  4 / 106 / 56

HTML

-  0093B2
-  005F83
-  78BE20
-  046A38

FONT USED IN BROCHURE:

COVER:

Headline: Minion Pro - Bold

Cover text: Minion Pro - Regular

INTERIOR SPREADS:

Headlines: Minion Pro - Bold

Body copy: Frutiger LT Std - 45 Light

Body subheads & Call outs:

Frutiger LT Std - 65 Bold

iStock # 40129104




iStock # 42552986

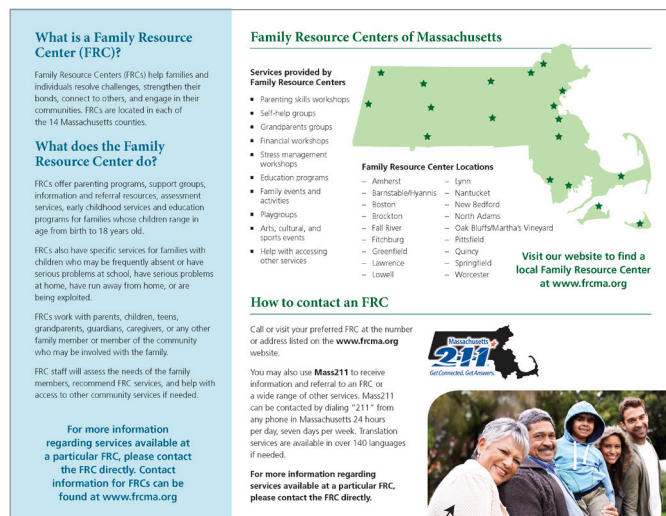


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Colors used in brochure:

Same colors used in the logo are used in the brochure. Tints of those colors used as backgrounds on two panels and a box with reversed copy.

-  30% tint PMS 368 Lt. Green
-  20% tint PMS 632 Lt. Blue
-  70% tint PMS 634 Blue



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