



Type

ACADEMY ENGRAVED

The logo uses modified Academy Engraved letterforms and is usually the only element in layouts using this typeface. This helps to distinguish the logo and establish a hierarchy in communication materials.

Minion Pro

The secondary type and body text is set to Minion Pro. In situations such as the web when Minion Pro is less available for sans-serif, the type is set to Georgia, then to Times.

Antic Slab

The website currently uses Antic Slab for headings and subtitles.

PT Sans

Body copy, smaller text, charts, and infographics on the website are set to use PT Sans.

Colors



Blue Green

CMYK

C: 76 M:22 Y: 41 K: 1

RGB

R:54 G:153 B:153

Hex Color

#339999



Cream color (Background)

CMYK

C: 2 M:3 Y:5 K: 0

RGB

R: 247 G:243 B:237

Hex Color

#F5F2EB