

ANTHONY MUÑOZ FOUNDATION BRAND GUIDELINES



COLORS

PRIMARY COLOR: **CARDINAL RED**

Pantone: 201 C
RGB: (153, 27, 30)
CMYK: (7, 100, 68, 32)
Hex: #990000 / #A30C33



SECONDARY COLOR: **GREY 1**

Pantone: 420 C
RGB: (194, 192, 191)
CMYK: (24,20,20,0)
Hex: #C2C0BF



ACCENT COLOR: **GOLD**

Pantone: 123 C
RGB: (255, 199, 44)
CMYK: (0, 19, 89, 0)
Hex: #FFC72C



SECONDARY COLOR: **GREY 2**

Pantone: 423C
RGB: (138, 140, 140)
CMYK: (48, 39, 39, 4)
Hex: 8A8C8C



OFF-BRAND COLOR: **ORANGE**

Pantone: 1655 C
RGB: (251, 79, 20)
CMYK: (0, 85, 100, 0)
Hex: #FB4F14



OFF-BRAND COLOR: **BLACK**

Pantone: 6 C
RGB: (0, 0, 0)
CMYK: (0, 0, 0, 100)
Hex: #000000



FONT PAIRINGS

HEADER: **BEBAS NEUE**

Body: Tw Cen MT Regular

HEADER: **TW CEN MT BOLD**

Body: Tw Cen MT Regular

OTHER TYPEFACES

Gotham
Montserrat

**Fonts for specific themed events and programs will be determined per each event*

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TYPE USAGE

Lots of justified text for large copy
Last line justified left

SPECIFICATIONS:

Paragraph

No hyphenation

Paragraph > Justification

Word Spacing: (90, 100, 110)

Letter Spacing: (-3, 0, 3)

Glyph Scaling: (90, 100, 110)

Print text can be as small as 9pt, but typically not smaller.

DOCUMENT SPECIFICATIONS

Bleed: .125 inch

All artwork should extend to the bleed marks (past the crop marks)

All text .125 from the edge

Make sure files for print are CMYK and files for online use are RGB.

Make sure all images are embedded or linked.
