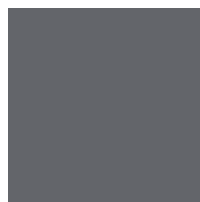


The AGD logo consists of three dominant, foundational colors. These are also the primary color palette for all branded communications materials.

Solid Coated



PMS Cool Gray 10C
 C: 61 R: 100
 M: 53 G: 101
 Y: 48 B: 105
 K: 19 #646569



PMS 151C
 C: 0 R: 255
 M: 60 G: 131
 Y: 100 B: 0
 K: 0 #FF8300



PMS 299C
 C: 100 R: 0
 M: 9 G: 162
 Y: 0 B: 229
 K: 0 #00A2E5

Solid Uncoated












PMS 426U
 C: 58 R: 105
 M: 51 G: 103
 Y: 51 B: 103
 K: 19 #696767

PMS 151U
 C: 0 R: 255
 M: 58 G: 137
 Y: 79 B: 61
 K: 0 #FF893D



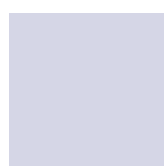







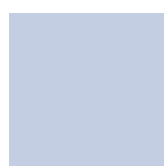
PMS 2295U
 C: 76 R: 1
 M: 24 G: 156
 Y: 0 B: 219
 K: 0 #019CDB

These are the approved secondary colors. Broadly, these colors are accents for various forms of content. In some situations, tints of these colors may be used as indicated in the promotional specifications. Tints of these colors should be a 45% tint.

100%

	PMS 361 C: 77 M: 0 Y: 100 K: 1		PMS 129 C: 0 M: 11 Y: 78 K: 0		PMS 5295 C: 26 M: 22 Y: 2 K: 9		PMS Violet C: 90 M: 99 Y: 0 K: 0
	PMS 375 C: 75 M: 012 Y: 100 K: 1		PMS 124 C: 2 M: 40 Y: 100 K: 0		PMS 5285 C: 47 M: 40 Y: 15 K: 9		PMS 159 C: 10 M: 75 Y: 99 K: 2
	PMS 647 C: 90 M: 49 Y: 13 K: 15		PMS 137 C: 0 M: 41 Y: 100 K: 0		PMS 535 C: 50 M: 28 Y: 10 K: 5		

45% tint.

	PMS 361 C: 77 M: 0 Y: 100 K: 1		PMS 129 C: 0 M: 11 Y: 78 K: 0		PMS 5295 C: 26 M: 22 Y: 2 K: 9		PMS Violet C: 90 M: 99 Y: 0 K: 0
	PMS 375 C: 75 M: 012 Y: 100 K: 1		PMS 124 C: 2 M: 40 Y: 100 K: 0		PMS 5285 C: 47 M: 40 Y: 15 K: 9		PMS 159 C: 10 M: 75 Y: 99 K: 2
	PMS 647 C: 90 M: 49 Y: 13 K: 15		PMS 137 C: 0 M: 41 Y: 100 K: 0		PMS 535 C: 50 M: 28 Y: 10 K: 5		