

# AHHA Brand Guidelines

## LOGO USAGE

Logos are the most visible form of an organization's brand identity and equity. They identify the values and qualities associated with the mission of AHHA. Logo usage, both primary and secondary should be managed carefully to ensure the integrity of the overall brand.

The AHHA logo is made up of two elements: the AHHA Logotype and the multi-circle symbol. Since the typeface was customized, it should not be reproduced by hand or substituted with a similar typeface. The AHHA logo must be reproduced only from authorized logo originals.

When applying the AHHA logo, it is vital to consider small size and readability as well as color applications and proper proportions.



## COLOR PALETTE



PMS 3405  
CMYK 87, 0, 71, 0  
RGB 0, 176, 124  
HEX 00B57C



PMS 109  
CMYK 0, 25, 100, 0  
RGB 255, 199, 2  
HEX FFC702



PMS 485  
CMYK 2, 80, 70, 0  
RGB 236, 90, 79  
HEX DE5C51



PMS 2623  
CMYK 57, 73, 31, 10  
RGB 119, 85, 121  
HEX 74547B

## TYPOGRAPHY

### PREFERRED USAGE

MYRIAD PRO FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*

GOTHAM FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*

### UNIVERSAL USAGE

VERDANA FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*

ARIAL FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*