

## AGB LOGOS

### Logo Tagline



Use the tagline logo on proposals, the title page of presentations, brochures, mailers, pocket folders, etc. Please do not use the logo with tagline on AGB publications.

### Logo Tagline–Vertical



Use the tagline vertical logo on advertisements, postcards, and other assets where space is limited. Please do not use the tagline vertical logo in digital banners (use the logo-only logo below).

### Logo Tagline–Full Name



Use the full-name logo on legal, regulatory, and compliance documents that require the name to be spelled out. Please do not use the full-name logo on communications, publications, or other content intended for members.

### Logo Only



Use the logo-only logo in situations where space is extremely limited (such as in banners or web page headers) or where you need to avoid repetitious instances of the tagline (such as on the non-title pages of a presentation deck or a form).

### Logo Resources

Visit [AGB.org/Brand](https://www.agb.org/Brand) to find additional logo colors (black and reverse), formats (JPEG, PNG, and Adobe Illustrator files), and types (logos for AGB Consulting, AGB Search, Governance Briefings, Orientation, etc.).

## AGB FONTS

### Sans Serif Fonts

**ABCabc**  
 Montserrat  
 Use Montserrat for the AGB website and all other digital/online uses.

**ABCabc**  
 Century Gothic  
 Use Century Gothic only in Microsoft Office documents.

**ABCabc**  
 Proxima Nova  
 Use Proxima Nova for all commercially printed documents.

**ABCabc**  
 Tahoma  
 Use Tahoma only for Hubspot-based programs.

### Serif Fonts

**ABCabc**  
 Crimson  
 Use Crimson for all website, digital, and commercially printed documents.

**ABCabc**  
 Garamond  
 Use Garamond only in Microsoft Office documents.

**ABCabc**  
 Georgia  
 Use Georgia only for Hubspot-based programs.

## COLOR GUIDELINES\*

### Core Colors

<b>AGB Purple</b>	<b>Light Purple</b>	<b>Lavender</b>	<b>Marine</b>
HEX #4f2d83	#7a61a1	#a795c1	#35bcdd
RGB 79/45/131	122/97/161	167/149/193	53/188/221
CMYK 86/100/11/2	60/70/6/0	35/42/4/0	66/3/8/0
PMS PMS 268	PMS 7676	PMS 2645	PMS 311

### Accent Colors

<b>Dark Blue</b>	<b>Medium Blue</b>	<b>Light Blue</b>	<b>Dark Marine</b>
HEX #324890	#7d98ce	#c4d9f0	#13a1ca
RGB 50/72/144	125/152/206	196/217/240	19/161/202
CMYK 93/83/10/2	52/34/0/0	21/8/0/0	73/13/7/6
PMS PMS 7686	PMS 7452	PMS 2707	PMS 312

<b>Slate</b>	<b>Gold</b>
HEX #5d6e8a	#e7b422
RGB 93/110/138	231/180/34
CMYK 69/53/30/8	10/29/100/0
PMS PMS 5405	PMS 7408

**\*Note:** Colors may vary based on color systems used, display settings, color synchronization across applications, printing techniques, paper stock, and other factors. Please work with your printer to achieve the closest possible match.

### Tints

		Use these colors to create tints. Please do not use the core purples or black to create tints as those colors become muddy as they become lighter.
<b>Purple Tint</b>	<b>Gray Tint</b>	
HEX #e0e0f1	#c7d0d6	
RGB 224/224/241	199/208/214	
CMYK 10/9/0/0	21/12/11/0	
PMS PMS 9380	PMS 5455	

We've created [AGB.org/Brand](https://www.agb.org/Brand) to make it easy to tell our story. Here, you'll find all that you need—from logo files to templates and guidelines for photography—to use our brand and communicate about AGB consistently.

Learn more.

[AGB.org/Brand](https://www.agb.org/Brand) • [Marketing@AGB.org](mailto:Marketing@AGB.org)