**AGB Brand Reference Guide**

**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 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**

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

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

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

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

**Serif Fonts**

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

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

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

**Learn more.**

AGB.org/Brand • Marketing@AGB.org

**Color Guidelines**

**Core Colors**

- **AGB Purple** (HEX: #7a61a1, RGB: 122/97/161, CMYK: 60/70/6/0, PMS 7676)
- **Light Purple** (HEX: #a795c1, RGB: 167/149/193, CMYK: 35/42/4/0, PMS 2645)
- **Lavender** (HEX: #7d98ce, RGB: 125/152/206, CMYK: 52/34/0/0, PMS 7452)
- **Marine** (HEX: #35bcdd, RGB: 53/188/221, CMYK: 66/3/8/0, PMS 311)

**Accent Colors**

- **Dark Blue** (HEX: #005391, RGB: 0/83/145, CMYK: 99/31/0/8, PMS 5405)
- **Medium Blue** (HEX: #007db2, RGB: 0/125/178, CMYK: 91/30/0/8, PMS 5455)
- **Light Blue** (HEX: #00a5e0, RGB: 0/165/224, CMYK: 89/27/0/8, PMS 5405)
- **Dark Marine** (HEX: #00305c, RGB: 0/48/92, CMYK: 97/27/0/8, PMS 5455)

**Slate** (HEX: #56798a, RGB: 86/121/130, CMYK: 0/30/40, PMS 7005)

**Gold** (HEX: #ffcc00, RGB: 255/204/0, CMYK: 0/84/0/8, PMS 5455)

**Tints**

- **Purple Tint** (HEX: #e2d0e1, RGB: 222/216/241, CMYK: 10/9/0/10, PMS 9380)
- **Gray Tint** (HEX: #e4e4e4, RGB: 238/238/238, CMYK: 0/0/0/2, PMS 5455)

*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.

We’ve created 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.