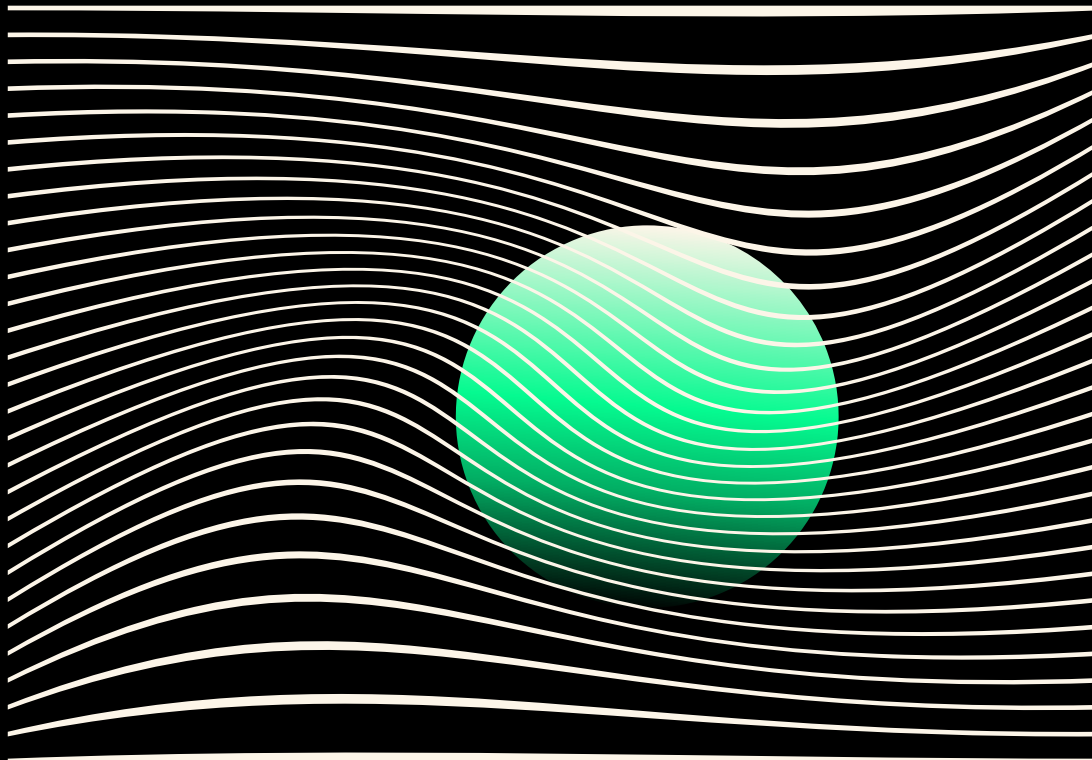
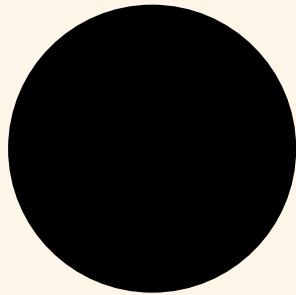


AIGA SLC  
**BRAND  
GUIDELINES**

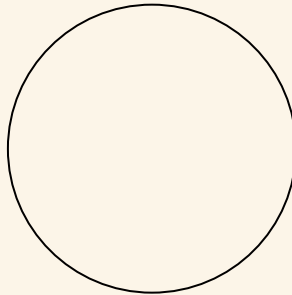


MARCH 2020

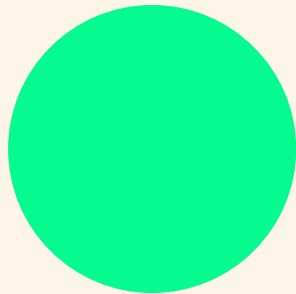
# COLORS



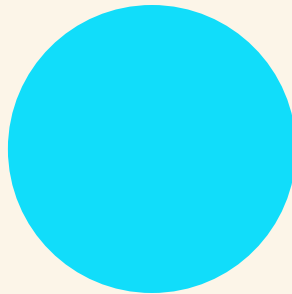
**#000000**  
CMYK: 75 68 67 90  
RGB: 0 0 0



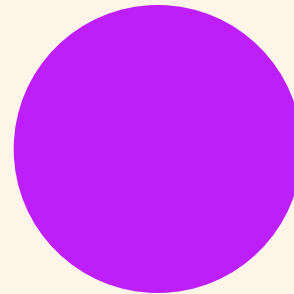
**#FCF5E8**  
CMYK: 0 3 8 0  
RGB: 252 245 232



**#05FA90**  
CMYK: 59 0 69 0  
RGB: 5 250 144



**#11DDFA**  
CMYK: 58 0 7 0  
RGB: 17 221 250



**#BE1EFA**  
CMYK: 49 80 0 0  
RGB: 190 30 250

# FONTS

NIMBUS SANS EXTD *(HEADERS, BOLD, UPPER CAPS)*

**THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG**

NIMBUS SANS *(HEADERS, BODY COPY, ALL WEIGHTS, LOWER/UPPER CAPS)*

The quick brown fox  
jumps over the lazy dog

SPINOZA PRO *(HEADERS, BODY COPY, REGULAR, LOWER/UPPER CAPS)*

*THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG*

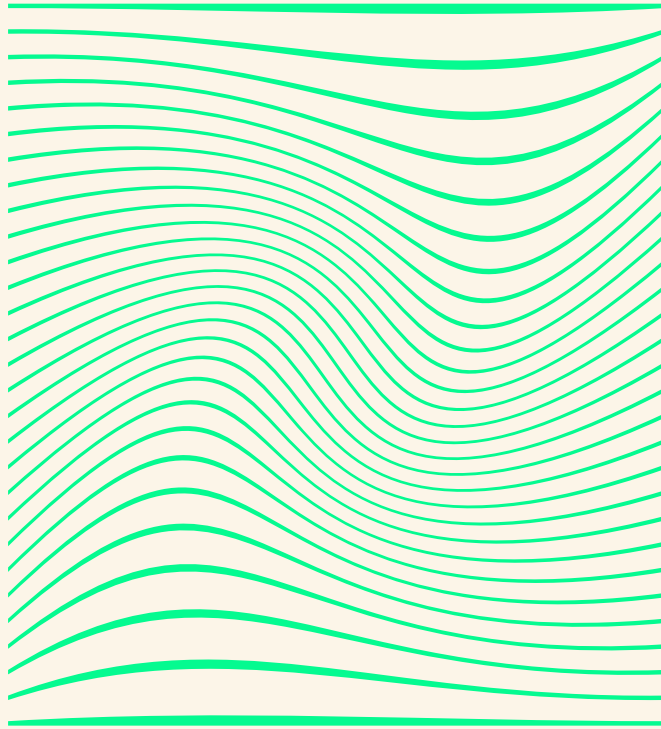
# GRADIENTS



AIGA SLC BRAND GUIDELINES

*(ONLY USE THESE GRADIENTS, DON'T MIX OTHER COLORS)*

# WAVES



AIGA SLC BRAND GUIDELINES

*(WAVES CAN BE ANY AIGA COLOR AND CAN BE EXPANDED AS NEEDED)*

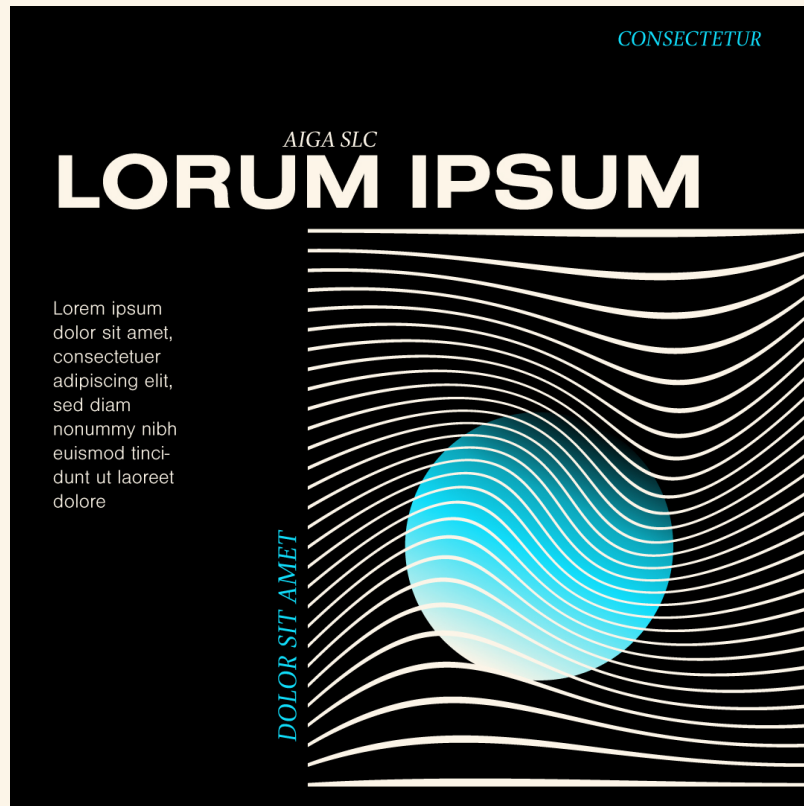
# PHOTOS



AIGA SLC BRAND GUIDELINES

(PHOTOS HAVE TO BE GRAYSCALE/BLACK AND WHITE)

# EXAMPLE 1



# EXAMPLE 2

