



AMBC Brand Identity Guidelines

TYPOGRAPHY

Heading Font: Chunk Five

Text Font: Proxima Nova

COLORS

Primary PANTONE 548 RGB 0, 60, 77	Secondary PANTONE 108 RGB 255, 219, 0	Primary Accent PANTONE 7577 RGB 229, 126, 62	Secondary Accent PANTONE 364 RGB 73, 118, 41
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LOGO USAGE



Placement over light background



Placement over dark background



Placement over photographic background