AMBC BRAND IDENTITY
QUICK REFERENCE

TYPOGRAPHY

HEADING FONT: NEWCASTLE BASIC CLEAN
Text Font: Europa

COLORS

Primary	Secondary	Primary Accent	Secondary Accent
PANTONE 548	PANTONE 136	PANTONE 7577	PANTONE 357
RGB 0, 60, 77	RGB 254, 189, 53	RGB 242, 119, 39	RGB 27, 86, 51

LOGO USAGE

Placement over light background

Placement over dark background

Placement over photographic background

Compact / Type-only logo for horizontal / small spaces