












BRAND USAGE GUIDELINES

Brand Colors

Colors help maintain the organization's identity. AZDowntowns logo utilizes the following colors:

Primary Colors

	PMS 301C CMYK 100 79 20 5 RGB 16 75 134 HEX #104b86		PMS Black 55% CMYK 0 0 0 60 RGB 128 130 133 HEX #808285		PMS 377C CMYK 61 22 92 4 RGB 113 154 73 HEX #719a49
	PMS 3275C CMYK 78 15 33 0 RGB 11 163 173 HEX #0ba3ad		PMS 3145C CMYK 88 40 36 7 RGB 0 120 140 HEX #00788c		PMS 2925C CMYK 76 24 0 0 RGB 8 155 215 HEX #089bd7
	PMS 389C CMYK 20 0 100 0 RGB 215 223 35 HEX #d7df23		PMS 214C CMYK 14 100 50 2 RGB 205 29 90 HEX #cd1d5a		PMS 676C CMYK 33 93 57 24 RGB 142 43 72 HEX #8e2b48

Typography

Typography is essential in communicating the organization's identity. AZDowntowns has selected the approved font family: Century Gothic

Centura Gothic - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Prepared by Pat Davis Design Group, Inc.



For questions about the AZD identity or to request logo files, please contact Pat Davis Design Group. | www.pddesign.com

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