

AHC SPIKE GRAPHIC IDENTITY STANDARDS — ONE-SHEET



PMS 116 C

CMYK: 0 14 100 0
RGB: 255 205 0
HEX: FFCDD0

PMS 303 C

CMYK: 100 47 22 82
RGB: 0 42 58
HEX: 002A3A

PMS 286 C

CMYK: 100 75 0 0
RGB: 0 51 160
HEX: 0033A0

Main Font:

MILLIONAIRE

Secondary Font:

Tofino Pro

All of these options can be used interchangeably.