



2021 Alliance of Women Philanthropists Brand Guidelines

Colors:



PANTONE
144 C

COLOR VALUES:
RGB 237 139 0
HEX/HTML
ED8B00
CMYK 0 49 100 0



PANTONE
272 C

COLOR VALUES:
RGB 116 116 193
HEX/HTML
7474C1
CMYK 61 55 0 0



PANTONE
381 C

COLOR VALUES:
RGB 206 220 0
HEX/HTML
CEDC00
CMYK 18 0 99 0



PANTONE
3258 C

COLOR VALUES:
RGB 73 197 177
HEX/HTML
49C5B1
CMYK 62 0 35 0

Fonts:

Gotham Condensed Bold

Gotham Condensed Bold Italic

Gotham Condensed Book

Gotham Condensed Book Italic

Gotham Condensed Light

Gotham Condensed Light Italic

Gotham Condensed Medium

Gotham Condensed Medium Italic

Wisdom Script

Wisdom Script Italic

Wisdom Script Bold

Icons & Logos:

