

# ACC 2022 BRAND GUIDE



## TYPOGRAPHY

Adrianna - Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Adrianna - Demibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Adrianna - Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### H1 CAPS IN BOLD

Text should be sentence case in regular.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### H2 CAPS IN DEMIBOLD

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

### H3 CAPS IN DEMIBOLD

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

### CALL TO ACTION CAPS IN BOLD

## COLORS

### PRIMARY

Turquoise  
R=87 G=155 B=134  
#579b86

### SECONDARY

Teal  
R=68 G=113 B=106  
#45716a



### TERTIARY - ACCENTS & CTA

Orange  
R=255 G=151 B=55  
#f8963b

Yellow  
R=251 G=202 B=70  
#fbca46

Chartreuse  
R=160 G=192 B=95  
#a0c05f