

FONTS:

SERIF: Georgia (ASA)

SAN SERIF: Gill Sans

BLUE:

PRINT

4 color/CMYK=85, 50, 0, 0

2/1 color/flat paper: Pantone=3005u

2/1 color/gloss or semi gloss paper: Pantone=2935c

ONLINE

Ads/RGB=27, 117, 187

HTML=#1B75BB

GREEN

PRINT

4 color/CMYK= 50, 0, 100, 0

2/1 color/flat paper: Pantone =368u

2/1 color/gloss or semi gloss paper: Pantone =376c

ONLINE

Ads/RGB=140, 198, 62

HTML=#8CC63E



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The smallest the tag line can appear is 7 point type.
The AMERICAN STATISTICAL ASSOCIATION must always appear
one point size bigger than the tag line/and directly on top

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