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

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