**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.