

# AA MAKE READY

| Brand Guide



# Logo



Primary Logo



Banner Logo



Symbol ("pentagon")

# Type

Title

Font: Paralucent  
Style: Extra Light  
Tracking: 15  
Case: Title

Header

Font: Paralucent  
Style: Medium  
Tracking: 0  
Case: Title

SUBHEAD

**FONT: PARALUCENT**  
**STYLE: BOLD**  
**TRACKING: 50**  
**CASE: ALL CAPS**

Body

Font: Paralucent  
Style: Light  
Tracking: 10  
Case: Sentence

# Color

## Primary Purple

**HEX #2F2F72**

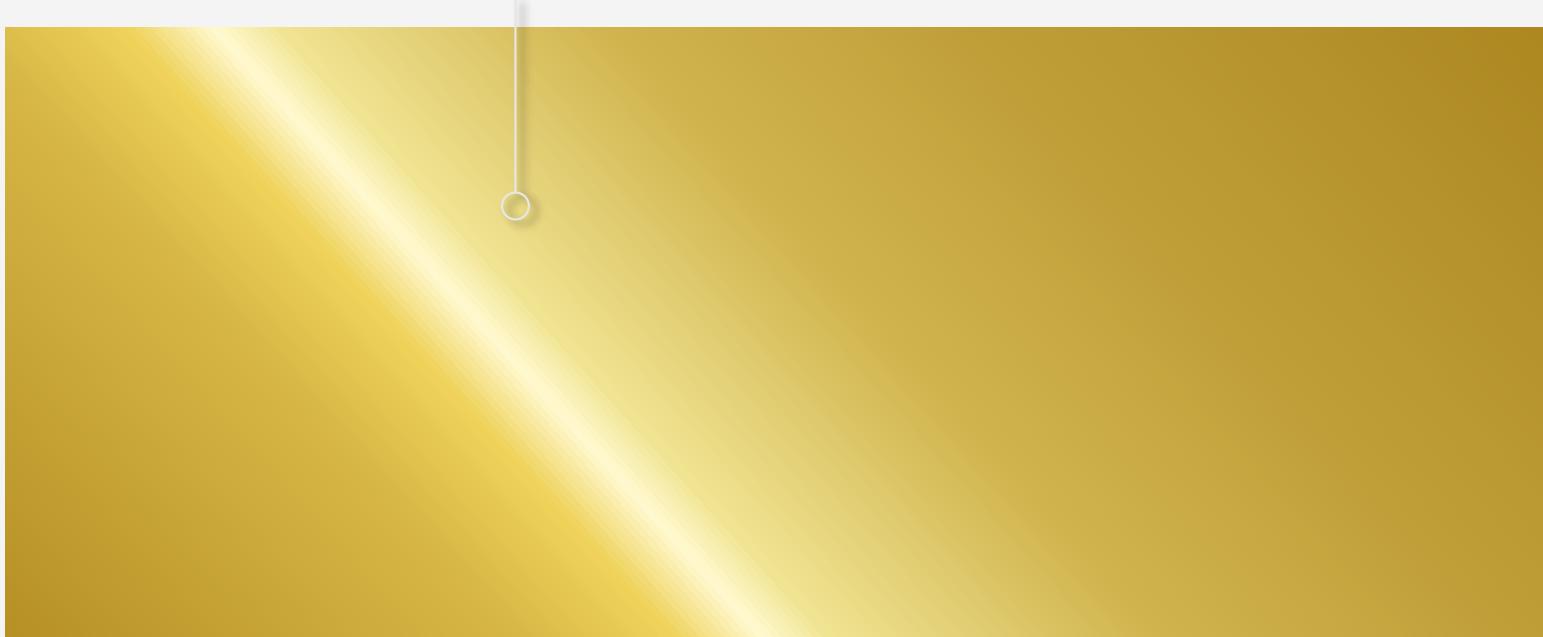
**R 47 G 47 B 114**

**C 99 M 98 Y 20 K 8**

---

### Color

**-138 DEGREE ANGLE**



---

### Gradient

# Use: PRINT



# Use: WEB

BUTTON

BUTTON

BUTTON

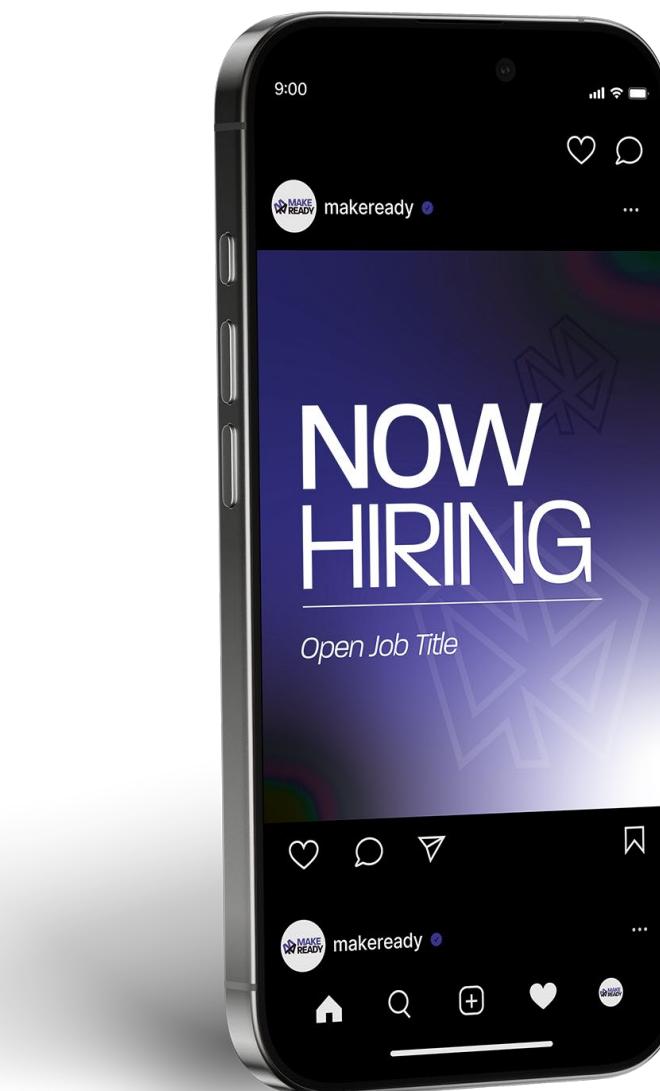
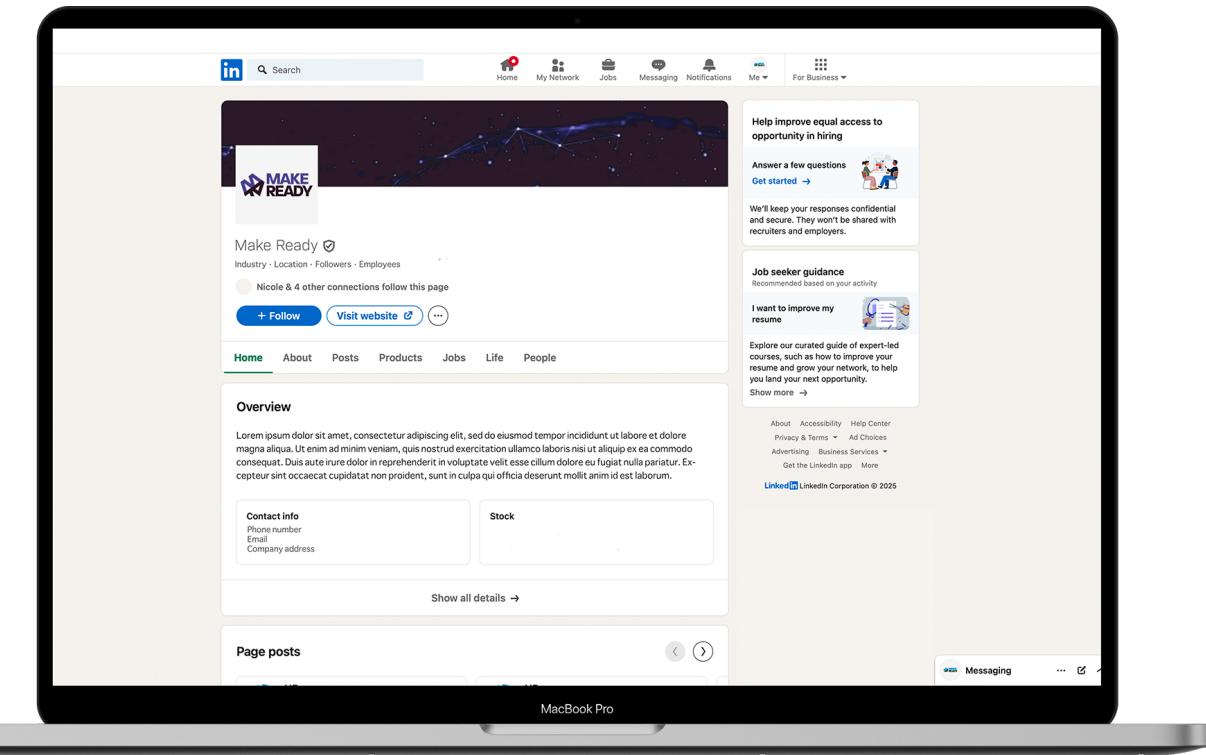
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Thanks again!

Best,

 John Doe  
Job Title





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