

# Auction Academy

Wordmark + Icon = Logo



The Wordmark



The Icon



The Logo

# Auction Academy

Configurations



Primary - Horizontal



Secondary - Vertical



Optional - Wordmark Separated



Optional - Icon Separated

# Auction Academy Colors

|           |                        |                |                           |
|-----------|------------------------|----------------|---------------------------|
| AA Navy   | RGB<br>0 / 24 / 41     | HEX<br>#001829 | CMYK<br>91 / 76 / 55 / 69 |
| AA Red    | RGB<br>214 / 0 / 0     | HEX<br>#D60000 | CMYK<br>9 / 100 / 100 / 2 |
| AA Gray 1 | RGB<br>77 / 84 / 94    | HEX<br>#4D545E | CMYK<br>70 / 59 / 48 / 27 |
| AA Gray 2 | RGB<br>211 / 218 / 229 | HEX<br>#D3DAE5 | CMYK<br>16 / 9 / 4 / 0    |
| AA White  | RGB<br>255 / 255 / 255 | HEX<br>#FFFFFF | CMYK<br>0 / 0 / 0 / 0     |