

LOGO



SAVE
AMERICA'S
TREASURES

SAVE AMERICA'S
TREASURES
10TH ANNIVERSARY



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FONTS



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Bembo Regular

Gotham Med.

COLOR PALETTE



BLUE
PMS: 286C
CMYK: 100.72.00.00
RGB: 00.57.166
HEX: 0039A6



RED
PMS: 185C
CMYK: 00.92.76.00
RGB: 224.00.52
HEX: E00034

Color specifications/equivalences are based upon the Pantone® Color Bridge® Reference Tool.

As a single, cohesive entity, the **Save America's Treasures** identity should remain consistent across all applications. The logo's palette of colors, format and font type must not be changed. To ensure color matching, please refer to a Pantone® ink specifier or the medium specific numeric breakdowns for color accuracy and equivalences.