TYPOGRAPHY GUIDE

*Telling Amy’s Story* materials utilize variations of **Gotham** for headlines and subheads and **Georgia** for body copy.

### Headlines and Subheads

- **Gotham Medium**
- **GOTHAM BOLD**

### Body Copy

- **Georgia**
- **Georgia Bold**

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**Font Alternatives**

If you do not have access to **Gotham** and **Georgia**, please use **Avenir**, **Helvetica**, **Arial**, or **Univers** for headlines and subheads.

**Times**, **Times New Roman**, or **Century Schoolbook** may be used as acceptable alternatives for body copy.
COLOR PALETTE

Please utilize the following color palette for any materials related to the *Telling Amy’s Story*. Tints or screens built from these colors also are acceptable.

- CMYK = 50, 80, 70, 70
- CMYK = 50, 100, 100, 0
- CMYK = 0, 50, 100, 40
- CMYK = 5, 15, 100, 0
- CMYK = 60, 50, 100, 40
- CMYK = 90, 50, 40, 15