

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

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