

# ASNOA Branding Standards

Here are the current branding colors and font choices for ASNOA Services, LLC. Any other colors would need to be either approved by the marketing department or be the branding colors of a partnered program for a specifically co-branded document or web page.

## Branding Colors



Primary ASNOA Blue  
**CMYK:** 100, 81.36, 14, 2  
**RGB:** 21, 74, 144  
**Hex:** #154a8d



Teal  
**CMYK:** 71.38, 0, 39, 0  
**RGB:** 39, 187, 175  
**Hex:** #27bbaf



Light Blue  
**CMYK:** 77.93, 29.44, 4.16, 0  
**RGB:** 26, 146, 201  
**Hex:** #1a92c9



Blue / Grey Alternative  
**CMYK:** 17.39, 9.72, 2.58, 0  
**RGB:** 207, 216, 232  
**Hex:** #cfd8e8



Dark Blue  
**CMYK:** 100, 92.12, 36.12, 31.42  
**RGB:** 29, 41, 86  
**Hex:** #1d2956



White  
**CMYK:** 0, 0, 0, 0  
**RGB:** 255, 255, 255  
**Hex:** #ffffff

Whenever possible, use the ASNOA blue as the primary color for the design. The light blue and teal should be used sparingly for complimentary colors. The lightest blue should be used as an alternative to grey. The dark blue can be used in place of black.

## Fonts

### Headlines

**Montserrat**

Montserrat

### Print Display

**Freight Neo Pro**

*Freight Neo Pro*

### Body Text

## Open Sans

Open Sans. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

## Lato

Lato. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.