

AHIC: Logos and Brand Color

Version 2 (10.28.2011)



Primary Mark—2color  
Orange: PMS 1655 C (100%) | Dark Gray: PMS 431 C (100%) Light Gray: PMS 431 C (60%)



Primary Mark—1color  
Color: PMS Black 4 C (100%)

Fonts:

Logo Typeface: PT Sans Narrow (Bold)

Supporting Typefaces: PT Serif (Bold)

Sans Serif #1: Whitney

Sans Serif #2: Verlag

System Font #1:

System Font #2:

AFFORDABLE HOUSING INVESTORS COUNCIL

HEADLINES: PT SERIF BOLD (ALL CAPS)

SemiBold, SemiBoldSC, Book, Book SC

Second Sans Serif: Verlag Book

CORBEL, available on MS Office

Garamond, available on MS Office

Orange: PMS Color (100%)



Orange: C/0 M/63 Y/91 K/0



Orange: R/244 G/125 B/48



Gray: PMS Color (100%)



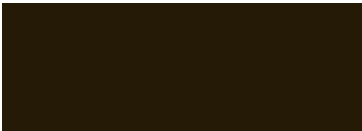
Gray: C/11 M/1 Y/0 K/64



Gray: R/106 G/115 B/123



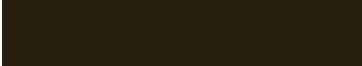
Black: PMS Black 4 C (100%)



Black: C/0 M/0 Y/0 K/100



Black: R/35 G/31 B/32



Black Text: (90%)



Black Text: C/0 M/0 Y/0 K/90



Black Text: R/65 G/64 B/66



Blue: PMS 2995 (100%)



Blue: C/90 M/11 Y/0 K/0



Blue: R/0 G/164 B/228



Secondary Mark—  
Two-Color



Secondary Mark—  
One-Color



Reversed-out Mark—

