

# 2017 ANNUAL LUNCH BRANDING

## COLOR PALETTE

**AL RED**  
CMYK: 22 / 100 / 99 / 14  
RGB: 173 / 31 / 35  
HEX: AD1F23

**AL TAN**  
CMYK: 3 / 4 / 7 / 0  
RGB: 244 / 239 / 231  
HEX: F4EFE7

**AL BLUE**  
CMYK: 99 / 81 / 35 / 24  
RGB: 23 / 60 / 100  
HEX: 173C64

**AL LIGHT GREY**  
CMYK: 15 / 9 / 7 / 0 | RGB: 214 / 219 / 225 | HEX: D5DBE0

**AL DARK GREY**  
CMYK: 60 / 51 / 51 / 20 | RGB: 102 / 102 / 102 | HEX: 666666

**AL RICH BLACK**  
CMYK: 75 / 68 / 67 / 90 | RGB: 0 / 0 / 0 | HEX: 000000

## FONTS

### ELEGANT TYPEWRITER

ELEGANT TYPEWRITER

### NEXA RUST SANS

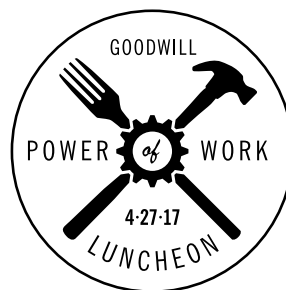
**NEXA RUST BLACK**  
**NEXA RUST 01**  
**NEXA RUST 02**

### NEWS GOTHIC BT

News Gothic Light  
*News Gothic Light Italic*  
News Gothic Roman  
*News Gothic Italic*  
News Gothic Demi  
*News Gothic Demi Italic*  
**News Gothic Bold**  
***News Gothic Bold Italic***  
News Gothic Condensed  
*News Gothic Condensed Italic*  
**News Gothic Bold Condensed**  
***News Gothic Bold Condensed Italic***  
News Gothic Extra Condensed  
**News Gothic Bold Extra Condensed**

## LOGOS

### PRIMARY LOGO



### SECONDARY LOGO - THEME INCORPORATED



### HEADER PAGE LOCKUP

