

## Full Color Breakout

CMYK: 5/0/0/55  
RGB: 125/133/139  
Hex: 7D858B

CMYK: 100/46/0/0  
RGB: 0/118/192  
Hex: 0076C0



## Solid Pantone Color Breakout

PANTONE 2935C  
PANTONE 430C



ETHNOCENTRIC – Regular

GOTHAM BOOK

## Other appropriate uses (reverse, one color)



SMALLEST SIZE – 1" WIDE (2.54cm)  
without descriptor – 0.5" WIDE (1.27cm)

## Non-appropriate uses



Do not stretch  
height or width



Do not use  
other colors



Do not invert  
or switch colors