

Logo



Color Palette

<b>Aquarium Blue</b>	<b>Aquarium Gray</b>
PMS 661	PMS Cool Gray 8C
C= 100, M= 86, Y= 14, K= 4	C= 0, M= 1, Y= 0, K= 43
R= 30, G= 66, B= 135	R= 139, G= 138, B= 141
HTML= 1E4287	HTML= 8A8A8D

Typography: Avenir

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Typography: Garamond Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Typography: Sizing

Standard body copy sizes are 9pt font with 20 pt kerning and 12pt leading. Scale accordingly. Do not use font smaller than 6pts.

Georgia Aquarium: Brand Approval

Express written consent regarding use of name, logo or graphics may be obtained by submitting .jpg or .pdf artwork or proof via email to [digitalmedia@georgiaaquarium.org](mailto:digitalmedia@georgiaaquarium.org)

Please allow up to 10 business days for approval or edits, though most requests can be processed in as little as 1-2 business day(s). Every effort will be made to process requests in a timely manner.