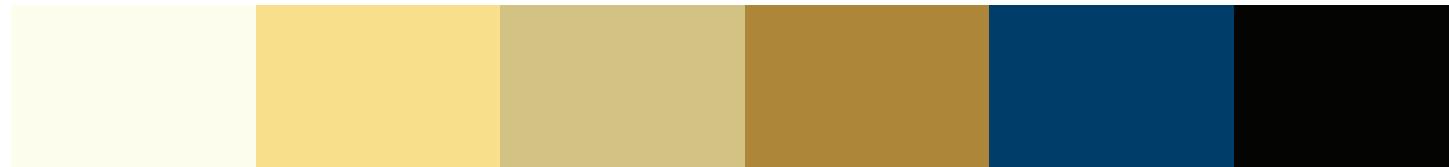




2024 BRANDING GUIDE



YELLOW TINT	YELLOW	YELLOW SHADE	GOLD	NAHREP BLUE	BLACK
CMYK: 0, 0, 8, 0	CMYK: 3, 10, 54, 0	CMYK: 18, 19, 57, 0	CMYK: 30, 44, 91, 8	CMYK: 100, 55, 10, 48	CMYK: 75, 68, 67, 90
RGB: 254, 253, 237	RGB: 248, 222, 139	RGB: 212, 195, 131	RGB: 173, 133, 58	RGB: 0, 59, 111	RGB: 0, 0, 0
HEX: #FEFD8D	HEX: #F8DE8B	HEX: #D4C383	HEX: #AD853A	HEX: #003b6f	HEX: #000000

PALETTE



GRADIENT



COLOR DISTRO 1



COLOR DISTRO 2



LOGOS



ITC Avant Garde Gothic Pro Bold

ITC Avant Garde Gothic Pro Medium
Gotham Book

FONTS

HEADING

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SUBHEADING

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SOCIAL MEDIA SAMPLES



GRAPHICS



concept

This luxurious branding concept takes inspiration from contemporary award shows. The trophy and dynamic lines highlight the importance of this award for Latino Agents and MO's. The line element is meant to give these visuals structure and organization and can be used as such in the reports themselves.

