



THE ALASKA CLUB

BRAND SPECS

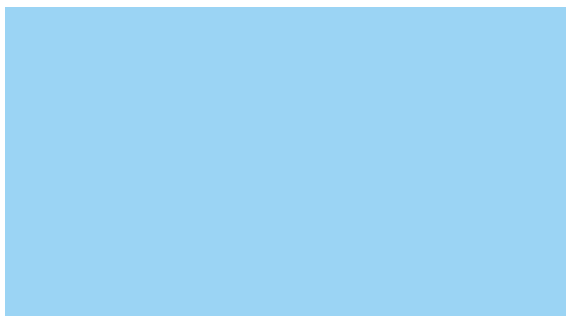


THE ALASKA CLUB

Coated stock: PMS 291C
Uncoated stock: PMS 291U
Four-color process: C36 M3 Y0 K0
RGB: R160 G207 B235
Web color: AOCFEB

Coated stock: PMS Cool Gray 11C
Four-color process: C0 M0 Y0 K80
RGB: R88 G89 B91
Web color: 58595B

PRIMARY COLOR PALETTE



Coated stock: PMS 291C
Uncoated stock: PMS 291U
Four-color process: C36 M3 Y0 K0
RGB: R160 G207 B235
Web color: AOCFEB



Coated stock: PMS 151C
Uncoated stock: PMS 151U
Four-color process: C0 M55 Y100 K0
RGB: R255 G121 B0
Web color: FF7900

SECONDARY COLOR PALETTE



Coated stock: PMS 2587C
Uncoated stock: PMS 2587U
Four-color process: C66 M76 Y0 K0
RGB: R130 R75 B176
Web color: 824BB0



Coated stock: PMS 376C
Uncoated stock: PMS 376U
Four-color process: C53 M0 Y96 K0
RGB: R122 G184 B0
Web color: 7AB800



Coated stock: PMS Cool Gray 11C
Four-color process: C0 M0 Y0 K80
RGB: R88 G89 B91
Web color: 58595B

FONTS

HEADLINE

Subhead

The quick brown fox jumped over the lazy dog

The quick brown fox jumped over the lazy dog

CHALET COMPRIME / COLOGNEEIGHTY

ITC Franklin Gothic / Book Condensed Ita

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THE WAY FITNESS SHOULD BE

THE WAY
fitness
SHOULD BE

THE WAY
fitness SHOULD BE