



*AMERICAN-CARIBBEAN  
EXPERIENCE*

**Brand Standards Guide**

# Color Palette



**MANGO**

RGB: 247, 204, 71  
CMYK: 0, 20, 87, 0  
HEX: F7CC47  
PMS: 123C



**OCEAN**

RGB: 11, 214, 222  
CMYK: 90, 0, 26, 0  
HEX: 0BD6DE  
PMS: 3252C



**ALOE**

RGB: 173/209/154  
CMYK: 40, 0, 52, 0  
HEX: ADD19A  
PMS: 359C



**GRAPEFRUIT**

RGB: 220, 145, 77  
CMYK: 1, 51, 80, 0  
HEX: DC914D  
PMS: 7413C



**TREE OF LIFE**

RGB: 165, 114, 191  
CMYK: 31, 63, 0, 0  
HEX: A572BF  
PMS: 528C

# Logo Variations



AMERICAN-CARIBBEAN  
EXPERIENCE

ACE-Stacked\_Mango



AMERICAN-CARIBBEAN  
EXPERIENCE

ACE-Horizontal\_Mango



ACE-Mark\_Mango



AMERICAN-CARIBBEAN  
EXPERIENCE

ACE-Stacked\_Black



AMERICAN-CARIBBEAN  
EXPERIENCE

ACE-Horizontal\_Black



ACE-Mark\_Black



AMERICAN-CARIBBEAN  
EXPERIENCE

ACE-Stacked\_White



AMERICAN-CARIBBEAN  
EXPERIENCE

ACE-Horizontal\_White



ACE-Mark\_White

# Logo Variations



*AMERICAN-CARIBBEAN  
EXPERIENCE*

ACE-Stacked\_Ocean



*AMERICAN-CARIBBEAN  
EXPERIENCE*

ACE-Horizontal\_Ocean



ACE-Mark\_Ocean



*AMERICAN-CARIBBEAN  
EXPERIENCE*

ACE-Stacked\_Aloe



*AMERICAN-CARIBBEAN  
EXPERIENCE*

ACE-Horizontal\_Aloe



ACE-Mark\_Aloe

# Logo Variations



*AMERICAN-CARIBBEAN  
EXPERIENCE*

ACE-Stacked\_Grapefruit



*AMERICAN-CARIBBEAN  
EXPERIENCE*

ACE-Horizontal\_Grapefruit



ACE-Mark\_Grapefruit



*AMERICAN-CARIBBEAN  
EXPERIENCE*

ACE-Stacked\_TreeOfLife



*AMERICAN-CARIBBEAN  
EXPERIENCE*

ACE-Horizontal\_TreeOfLife



ACE-Mark\_TreeOfLife

# Typography

## SPECIALTY/CTA

Big Shoulders Text [+40 tracking / Title Case]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

## HEADLINE / H1

Ubuntu Bold [-30 tracking / Title Case]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

## SUBHEADLINE / H2

RUBIK MEDIUM [+10 tracking / ALL CAPS]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

## BODY

Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

*Rubic Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890.,?!*



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