

Brand Style Guide

All brand inquiries:

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Color Palette

Primary



HEX: #4893C4

CMYK: 63.25.0.23

RGB: 72.147.196

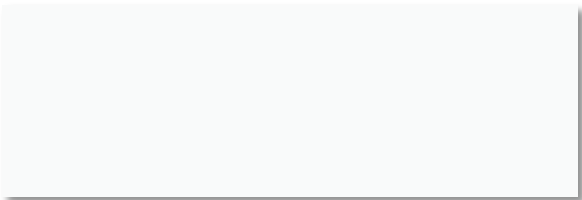


HEX: #C72220

CMYK: 0.83.84.22

RGB: 199.34.32

Secondary



HEX: #F8FAFA

CMYK: 1.0.0.2

RGB: 248.250.250



HEX: #275F87

CMYK: 71.30.0.47

RGB: 39.95.135

Brand Elements and Written Brands

AchieveRead™ as well as the “Achieve A” are trademarks of Achieve, a SeeWriteHear company, and can only appear with a ™ symbol. The latter must appear large enough to clearly see the “A” as well as the arrow and the corresponding ™ symbol.



When referring specifically to the AchieveRead product line, the “A” must be in the correct red corresponding to the aforementioned HEX, RGB, or CMYK value. Any appearance of the word AchieveRead, is only to appear as one word with a capital “R.”



When referring to the Achieve consumer support and web-based community forum, the “A” must be in the correct white corresponding to the aforementioned HEX, RGB, or CMYK value.

Below are the standard font styles used by AchieveRead™ for all print, and web-based advertisement and communications. In instances where the Avenir font collection is not available, Open Sans may substitute as it is stylistically similar in and is also a sans serif font.

Logo and "Achieve A"
Logo and "Achieve A"

Avenir Next Condensed Demi Bold
Avenir Next Condensed Demi Bold

Header

Avenir Heavy Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Sub header
Section Header

Avenir Light Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Titles
Contact Info
Business Card Copy

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Body Copy

Avenir Next Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()