

LOGO MARK

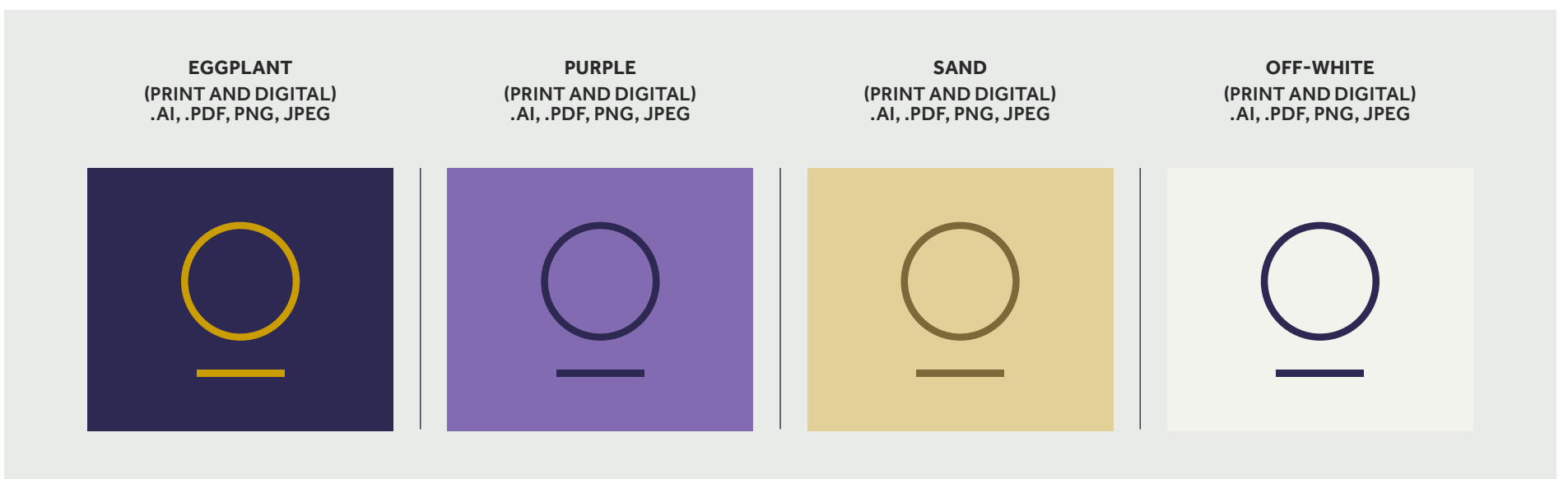


LOGO ON DARK BACKGROUND



LOGO ON LIGHT BACKGROUND

COLOR VARIATIONS



LOGO CLEARSPACE + MINIMUM SIZE



Clearspace

Clear space is the distance between the logo and other primary objects on a page. Use the height of the circular pearl element to determine the minimum distance between the logo and other objects.



Minimum Size

Minimum logo size is .5" in height.



Logo Violations

Use the logos as provided for consistency throughout applications. Don't skew, shadow, edit colors or modify.

TYPOGRAPHY

Effra

EFFRA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

EFFRA MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

EFFRA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

EFFRA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bogue

BOGUE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

DEFAULT FONT

Georgia

If Bogue is not available, use Georgia.

Arial

If Effra is not available, use Arial.

COMBINATIONS

Um quam audandi antem que nonsequamet.

A delicti sseque deste volupta nonectur? Qui offic to bea nest undit lia simi, sit vid maio tenda quis dolorae enist, que dolenis, et quo conse pari doluptas nit ue dolenis nam, et quo.

HEADER: BOGUE REGULAR - SENTENCE CASE - 21PT
BODY: EFFRA REGULAR - SENTENCE CASE - 10PT

UM QUAM AUDANDI ANTEM QUE NONSEQUAMET.

A delicti sseque deste volupta nonectur? Qui offic to bea nest undit lia simi, sit vid maio tenda quis dolorae enist, que dolenis, et quo conse pari doluptas nit ue dolenis nam, et quo.

HEADER: EFFRA BOLD - ALL CAPS - 12PT
BODY: EFFRA REGULAR - SENTENCE CASE - 10PT

Um quam audandi antem que nonsequamet.

A delicti sseque deste volupta nonectur? Qui offic to bea nest undit lia simi, sit vid maio tenda quis dolorae enist, que dolenis, et quo conse pari doluptas nit ue dolenis nam, et quo.

HEADER: BOGUE REGULAR - SENTENCE CASE - 21PT
BODY: EFFRA LIGHT - SENTENCE CASE - 12PT

Um quam audandi antem que nonsequamet.

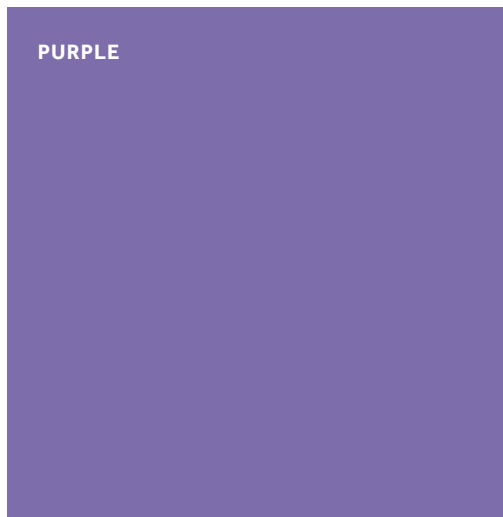
A delicti sseque deste volupta nonectur? Qui offic to bea nest undit lia simi, sit vid maio tenda quis dolorae enist, que dolenis, et quo conse pari doluptas nit ue dolenis nam, et quo.

HEADER: EFFRA MEDIUM - SENTENCE CASE - 21PT
BODY: EFFRA REGULAR - SENTENCE CASE - 10PT

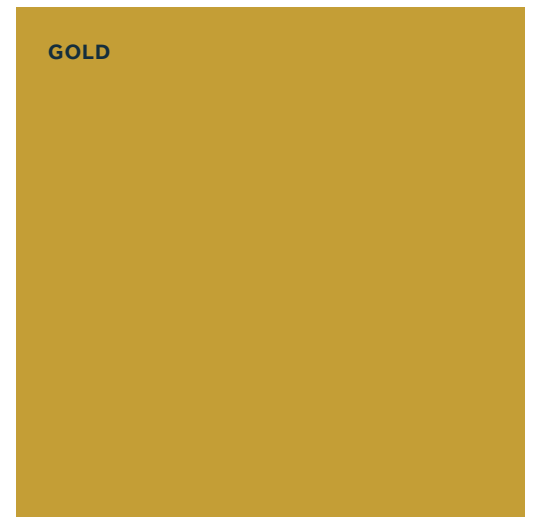
COLOR PALETTE



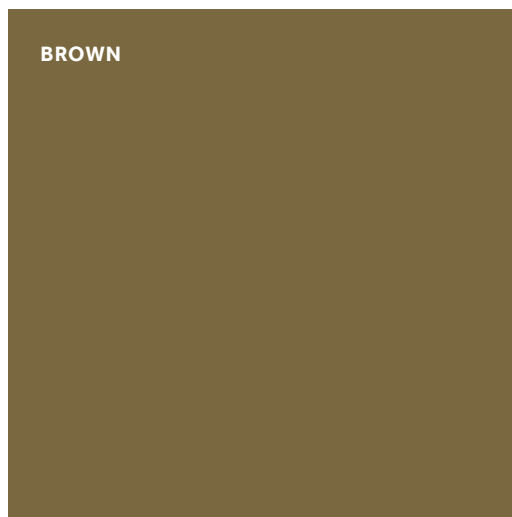
HEX 2D2A4F
RGB 45 / 42 / 79
CMYK 90 / 90 / 39 / 35



HEX 7E6DAC
RGB 126 / 109 / 172
CMYK 55 / 64 / 0 / 0



HEX C49E35
RGB 196 / 158 / 53
CMYK 22 / 37 / 100 / 1



HEX 7A6840
RGB 122 / 104 / 64
CMYK 44 / 50 / 86 / 24

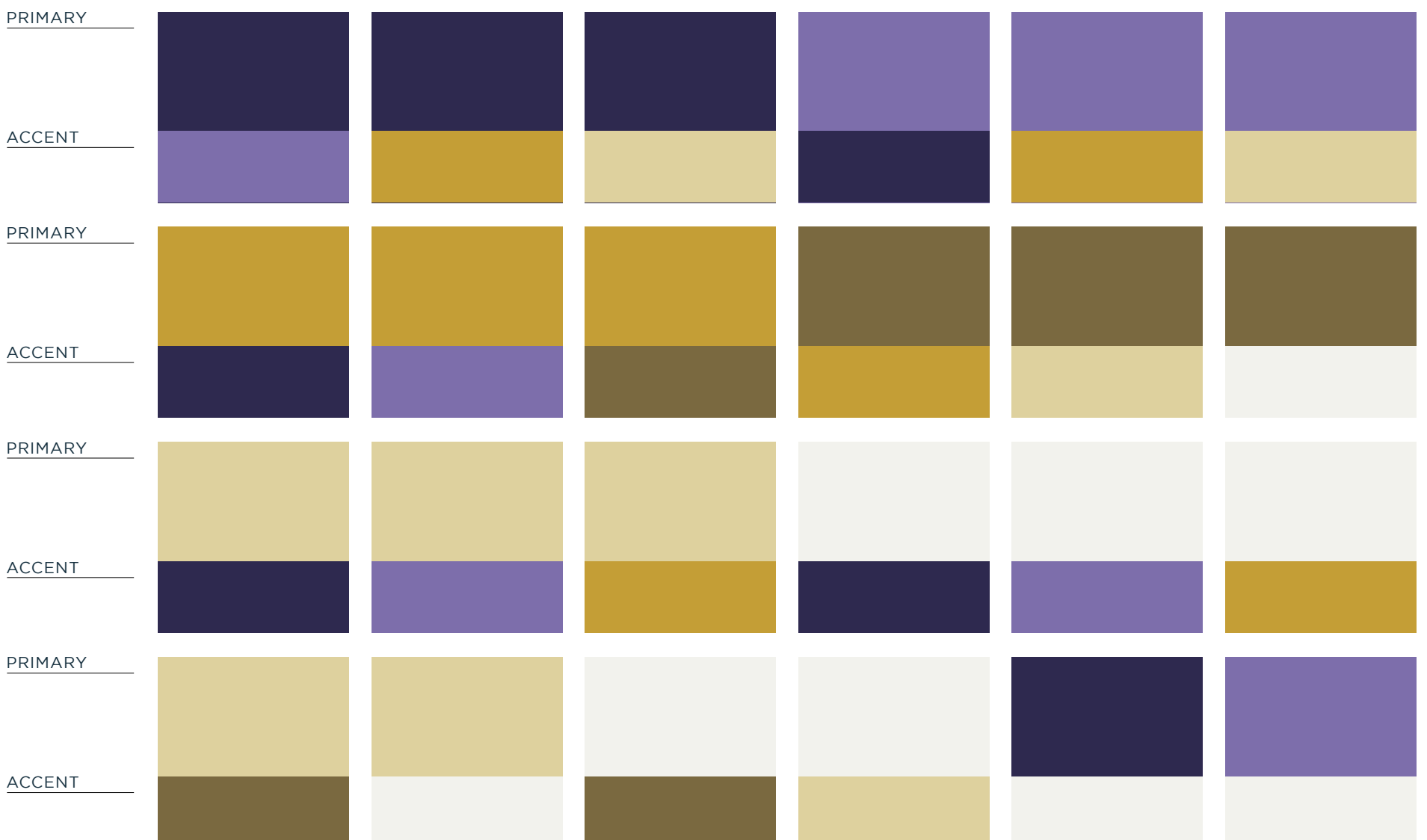


HEX DFD09F
RGB 223 / 208 / 159
CMYK 11 / 14 / 46 / 0

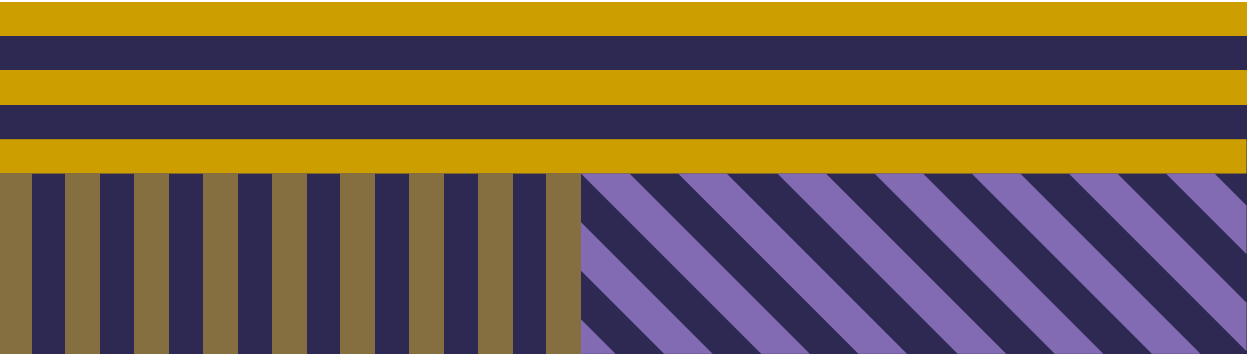


HEX F2F3ED
RGB 242 / 243 / 237
CMYK 4 / 2 / 6 / 0

COLOR COMBINATIONS



PATTERNING



Pattern

Inspired by sailing flags and traditional nautical attire, the Akoya Capital Partners Program pattern combines the diverse stripe orientations to create a bold and energetic pattern reminiscent of classic club branding.

Use the saturated colors (gold, purple, and brown) for the stripes and eggplant for the background color. Always crop the pattern at the edge of a horizontal and vertical stripe.



Pattern Usage

Follow the rule of thirds when creating compositions using the pattern. 1/3 of the space should have the patterning and 2/3 should be white space. Use the white space to house the logo and text.



Pattern + Photography

Use two strips to create a border between a photograph and white space. The lines should use a saturated color that creates a bold contrast with the image. Vertical photos are encouraged.

SAMPLE APPLICATIONS

