

Your Story Matters (YSM) 2009 Campaign Graphic Standards



YSM Teal:

Pantone 3295 c (solid coated)

CMYK 100-0-53-21

RGB 0-141-127

YSM Cream:

Pantone 7506 c (solid coated)

CMYK 0-5-15-0

RGB 255-240-217

YSM Mustard:

Pantone 1395 c (solid coated)

CMYK 0-41-100-37

RGB 171-113-10

Recovery Font Family: Trebuchet MS (regular, bold, italic)

www.iamrecovery.com

Pantone 3295 and Pantone 1395

Find help for alcoholism, drug abuse or problem gambling at 1-877-8-HOPENY. (Trebuchet MS italic in OASAS Blue)

OASAS Blue:

Pantone 302

CMYK 100-25-0-50

RGB 0-84-128

OASAS Lime:

Pantone 7495

CMYK 25-0-80-30

RGB 147-164-69

OASAS Purple:

Pantone 262

CMYK 45-100-0-55

RGB 86-0-78

OASAS Mustard:

Pantone 1395

CMYK 0-41-100-37

RGB 171-113-10

Please contact the OASAS Communications Bureau at 518-457-8299 with additional questions.