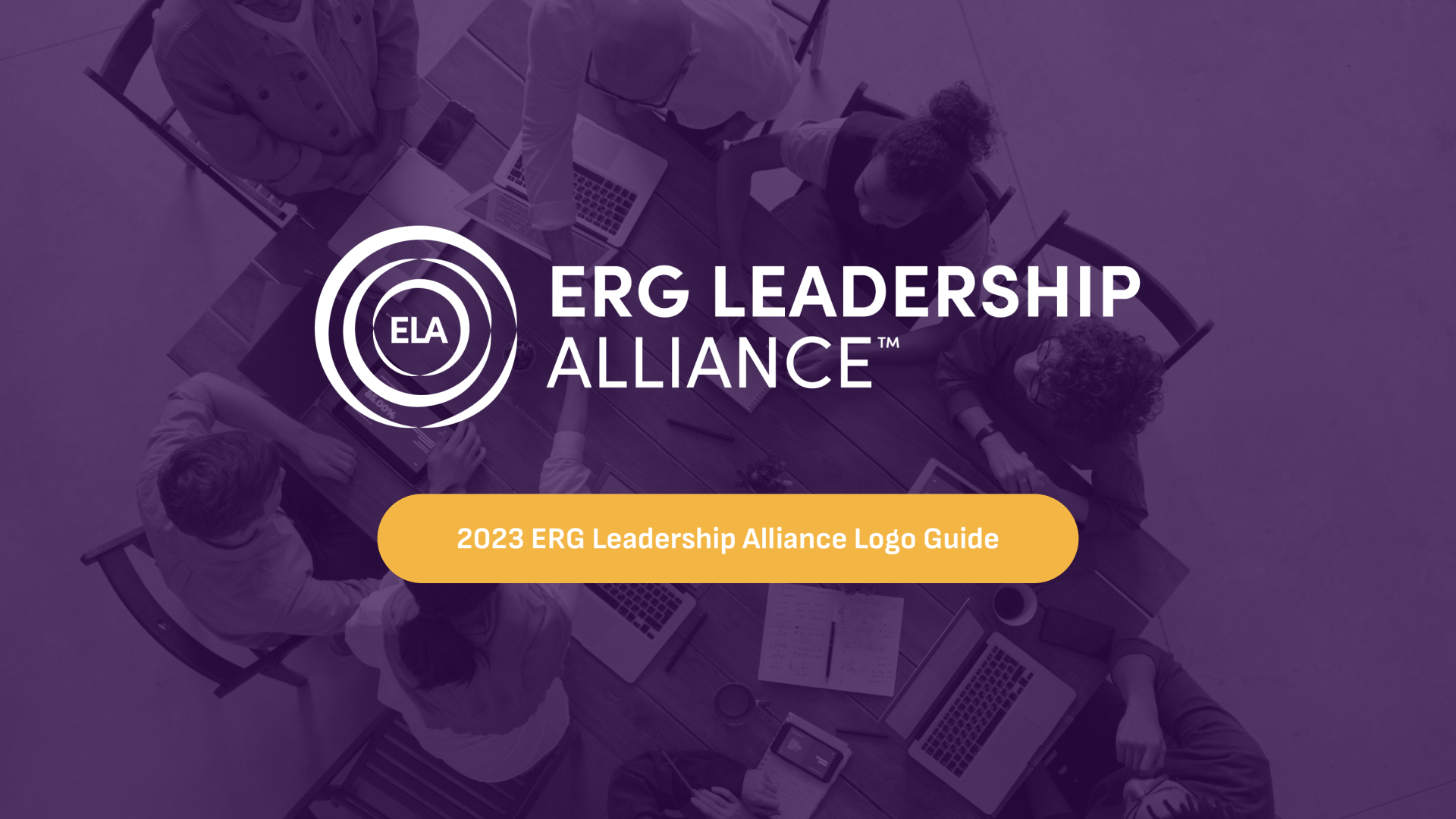
ELA
ERG LEADERSHIP
ALLIANCE™
2023 ERG Leadership Alliance Logo Guide

BLACK & WHITE

COLOR

COLOR PALETTE

ACI Red

HEX: 9D132C
RGB: 157, 19, 44
CMYK: 25, 100, 84, 21

Violet

HEX: 320D4F
RGB: 50, 13, 79
CMYK: 89, 100, 31, 39

Burgundy

HEX: 5B2933
RGB: 91, 41, 51
CMYK: 44, 82, 61, 50

Desert Rose

HEX: A76D7B
RGB: 167, 109, 123
CMYK: 34, 63, 39, 5

Royal Blue

HEX: 3B3B9B
RGB: 59, 59, 155
CMYK: 92, 91, 0, 0

Steel Blue

HEX: 969EB9
RGB: 150, 158, 185
CMYK: 43, 33, 15, 0

Orange

HEX: E67E22
RGB: 230, 126, 34
CMYK: 7, 61, 100, 0

Gold

HEX: E5A854
RGB: 229, 168, 84
CMYK: 9, 36, 78, 0

TYPOGRAPHY

Sofia Pro

ABCDEFGHIJKLMNOPQRSTUVWVYZ
abcdefghijklmnopqrstuvwvyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWVYZ
abcdefghijklmnopqrstuvwvyz
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