

Branding Guide

ARIZONA EQUITY FUND

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ARIZONA EQUITY FUND

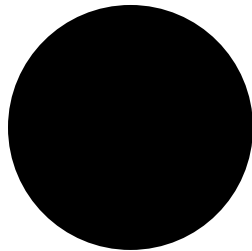
ARIZONA EQUITY FUND





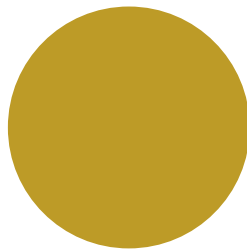
BLACK

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R 0 G 0 B 0
#000000
PANTONE BLACK 6 C




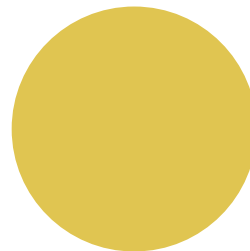
GOLD

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R 189 G 155 B 39
#bd9b27
PANTONE 117 C



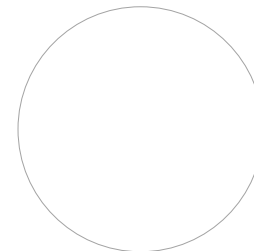
DANDELION

C 14 M 18 Y 82 K 0
R 224 G 197 B 81
#e0c551
PANTONE 128 C



WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff



DM SERIF TEXT

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789?!

LEXEND EXA REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789?!

MELODY SOUTHERN

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789?!

QUESTRIAL

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789?!

Headline 1

—————
TITLE CASE

HEADLINE 2

—————
UPPERCASE

SUBHEAD

—————
UPPERCASE

Body

—————
SENTENCE CASE





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