Primary Logotypes

Family Heritage *Experience*
American Ancestors.

Family Heritage *Experience*
American Ancestors.

Stacked and one line with American Ancestors lockup, primary logos

Clear Space

Family Heritage *Experience*
American Ancestors.

Family Heritage *Experience*
American Ancestors.

Minimum sizes

Family Heritage *Experience*
American Ancestors.

1.25" wide

Family Heritage *Experience*
American Ancestors.

3" wide

Family Heritage *Experience*

0.75" wide

Family Heritage *Experience*

1.5" wide

- *In order to preserve legibility, do not use each version below smaller than the width indicated.*
- *In general, the best logo to use for small instances is the Family Heritage Experience wordmark only logo.*
- *In the case of a co-brand, the co-brand logo should follow the same minimum size guidance shown here.*
- *The teal oak leaf icon should be used only rarely when the context requires a small icon such as a favicon, website header, or a social profile graphic.*
- *Do not place the logo in a box, a circle or any other shape.*

Incorrect usage

It is critical to always use approved master artwork to maintain consistency and to retain the integrity of the Family Heritage Experience identity. Never alter or try to recreate the Family Heritage Experience logotype. Shown on this page are some examples of incorrect usage of the Family Heritage Experience logotypes.

American Ancestors. | **Family Heritage** *Experience*

Never move any components within the logo

Family Heritage *Experience*
American Ancestors.

Family Heritage *Experience*

Never rotate the logo at any angle

Family Heritage *Experience*
American Ancestors.

Never change the colors of the logo

American Ancestors' Family Heritage Experience
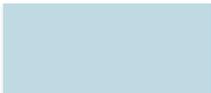
Core palette

Teal and Gold

Teal and gold are the main brand colors and are central to the Family Heritage Experience brand. They should be used predominantly. A combination of tints and shades, as well as the secondary palette, may be utilized to complement the main palette effectively across print and web applications.

Pantone 7474 C
HEX #007481
RGB 0, 116, 129
CMYK-C 92c 11m 31y 32k

Pantone 7557 C
HEX #A17D23
RGB 161, 125, 35
CMYK-C 10c 33m 89y 36k

Secondary Palette

These secondary colors are intended to support the core palette. Use them as accents or in scenarios requiring extra color, such as exhibit graphics, illustrations, etc. The primary colors should remain dominant, with lighter and darker shades used to bring a fresh, crisp and modern vibe to print and digital communications.

Pantone 2024 C
HEX #FB7B56
RGB 251, 123, 86
CMYK 0, 64, 67, 0

Pantone 7477 C
HEX #244B5A
RGB 36, 75, 90
CMYK 81, 43, 33, 50

Pantone 7457 C
HEX #B9DBE5
RGB 185, 219, 229
CMYK 30, 4, 8, 0

Tertiary Palette

Pantone 145 C
HEX #D47E00
RGB 212, 126, 0
CMYK 0, 51, 100, 15

Pantone 156 C
HEX #F1BC7C
RGB 241, 188, 124
CMYK 3, 28, 54, 2

Pantone Warm Grey 5 C
HEX #AAA29B
RGB 170, 162, 155
CMYK 33, 30, 32, 7

Pantone 7534 C
HEX #D1CCBD
RGB 209, 204, 189
CMYK 19, 16, 24, 0

Pantone 5395 C
HEX #081F2D
RGB 8, 31, 45
CMYK 89, 59, 35, 81

Pantone 7472 C
HEX #57B6B2
RGB 87, 182, 178
CMYK 64, 5, 31, 2