

# AGU

## ADVANCING EARTH AND SPACE SCIENCES

### SPRUCE BLUE

Pantone: 7477C  
CMYK: 86, 29, 21, 67  
RGB: 36, 76, 90  
HEX #: 244C5A

### SKY BLUE

Pantone: 7461C  
CMYK: 98, 24, 1, 3  
RGB: 0, 125, 186  
HEX #: 007DBA

AGU uses AP Style. Anything staff is writing or submitting to the content governance workflow should use AP Style. Anything pulled into AGU Channels from a third-party content provider (such as external news sites, Wiley, Eos and the AGU blogs) will retain whatever style it comes over with.

### AGU Voice and Tone

AGU's style should be clear and concise, using active voice and first or second person, whenever possible. Written communications should be tailored to the specific audience.

### AGU's writing voice is:

- Professional, not pedantic
- Accessible, not antiquated or full of jargon
- Clever, not silly

## Fonts: Montserrat & Lora

The primary brand font for AGU and our programs is Montserrat. The secondary brand font is Lora. Lora should be used for body copy and heavy text documents.

Both typefaces have multiple styles that can be used in many different ways, depending on the medium in which it is to appear. Typeface styles have already been set in Word and PowerPoint templates.

### Both typefaces are available for free through Google Fonts.

- Montserrat can be downloaded [here](#).
- Lora can be downloaded [here](#).

### Primary Vertical Logo



### Secondary Horizontal Logo



### Minimum Size:

To protect the legibility and impact of the AGU logo, it must never be reproduced in a size smaller than the one shown on this page.



0.64 inch



1.14 inch



### Clear Space:

Please use a minimum clearance of 'x', the height of the upper curve of letter G, in all directions.