



SYTA'S REQUIRED FONT To be used with all marketing pieces for the Student and Youth Travel Association and SYTA Youth Foundation.

Myriad Pro (Light)

Myriad Pro (Regular)

Myriad Pro (Semibold)

Myriad Pro (Bold)

Myriad Pro (Black)

Adobe Garamond Pro (Regular)

Adobe Garamond Pro (Italic)

Adobe Garamond Pro (Bold)

Adobe Garamond Pro (Bold Italic)

– Myriad Pro is also available as italicized and condensed.

– The SYTA logo is Myriad Pro (Regular)

DIGITAL FONT (FOR WEB & ENEWS)

Helvetica

COLOR PALETTE CMYK / RGB / Web / Pantone



0, 80, 94, 1
237, 89, 41
ed5929
PMS 173 PC



39, 0, 75, 0
165, 209, 109
a5d16d
PMS 375 UP



35, 0, 6, 0
160, 219, 235
a0dbeb
PMS 2975 PC



0, 38, 95, 0
251, 170, 39
fbaa27
PMS 137 PC



100, 52, 0, 0
0, 111, 186
006fba
PMS 2935 PC



34, 10, 0, 0
162, 202, 235
a2caeb
PMS 2717 PC



53, 0, 96, 0
133, 196, 70
85c446
PMS 376 PC



100, 68, 8, 52
0, 48, 94
00305e
PMS 295 PC



73, 62, 8, 26
71, 83, 132
475384
PMS 5275 PC