

ACADIA® brandmark assets matrix

Brandmark with registered (®) mark

Color versions
and file names



Full-color, positive



Full-color, reverse



1-color, solid (positive)



1-color, solid (reverse)*

RGB	ACAD_RM_RGB_FC_Pos.ai	ACAD_RM_RGB_FC_Rev.ai	ACAD_RM_RGB_Blk_Pos.ai	ACAD_RM_RGB_Wht_Rev.ai
	ACAD_RM_RGB_FC_Pos.svg	ACAD_RM_RGB_FC_Rev.svg	ACAD_RM_RGB_Blk_Pos.svg	ACAD_RM_RGB_Wht_Rev.svg
	ACAD_RM_RGB_FC_Pos.png	ACAD_RM_RGB_FC_Rev.png	ACAD_RM_RGB_Blk_Pos.png	ACAD_RM_RGB_Wht_Rev.png
PROCESS (CMYK)	ACAD_RM_CMYK_FC_Pos.ai	ACAD_RM_CMYK_FC_Rev.ai	ACAD_RM_1CP_Blk_Pos.ai	ACAD_RM_1CP_Wht_Rev.ai
SPOT (2CS/1CS)	ACAD_RM_2CS_FC_Pos.ai	ACAD_RM_1CS_FC_Rev.ai	—	—

*1-color reverse assets, provided in white, can knock out of [Black](#) or [Blue Spruce](#) backgrounds.
See brand guidance for details.

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Color specifications and file format information

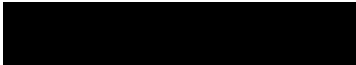
Brandmark assets color palette



ACADIA Carrot
HEX: #F79400
RGB: 247 / 148 / 0
CMYK: 0 / 50 / 100 / 0
PANTONE® 2012 C



ACADIA Blue Spruce
HEX: #084A51
RGB: 8 / 74 / 81
CMYK: 100 / 10 / 24 / 70
PANTONE 3165 C



Black
HEX: #000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100



White
HEX: #ffffff
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

File formats

AI files:

Adobe Illustrator
(vector format for print and design)

Preferred vector format for use in printed materials and all-purpose graphic design; may be scaled infinitely with full transparency support

SVG files:

Scalable Vector Graphic
(vector format for on-screen and office)

Preferred vector format for digital display, particularly web-based and office/presentation design; may be scaled infinitely with full transparency support and robust coding compatibilities

PNG files:

Portable Network Graphic
(raster format for on-screen and office)

Raster format for digital display, particularly for presentations, websites, and office applications if SVG files are not supported; may be scaled 100% or smaller with full transparency support