

AGU ADVANCING EARTH AND SPACE SCIENCE



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

Font: Libre Franklin

Libre Regular (size 11 pts) should be used for body copy and heavy text documents. Arial Regular (size 11 pts) should be used if Libre Franklin is not available.

Styles have already been set in Word and PowerPoint Templates.

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

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.

