

NA
PA



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25

AMERICAN SUMMIT

AUGUST 10-14, 2025



EVENT THEME

The branding for this event is centered around a refined palette inspired by the natural beauty of Napa Valley. The primary colors—deep green and soft off-white—evoke sophistication and elegance, while accent hues of gold, maroon and rich brown add warmth and depth. Together, these colors create a cohesive and inviting atmosphere that reflects the region's lush vineyards, golden hills, and timeless charm.

6 / 6 / 13 / 0
239 / 233 / 219
#EFE9DB
PMS# 7527C

20 / 30 / 54 / 0
206 / 174 / 129
#CEAE81
PMS# 7502C

63 / 63 / 70 / 64
53 / 46 / 39
#352E27
PMS# 412C

69 / 52 / 82 / 57
52 / 61 / 39
#343D27
PMS# 2410C



51 / 41 / 52 / 10
126 / 128 / 116
#7E8074
PMS# 416C

71 / 57 / 76 / 67
40 / 47 / 33
#282F21
PMS# 5605C

34 / 92 / 77 / 46
109 / 30 / 37
#6D1E25
PMS# 7421C

