



amy bennett

STYLE GUIDE

This document provides brand guidelines for your new brand. Included are standard usages for the fonts, logo, and logo placement in order to maintain consistency on all marketing materials. These guidelines are meant for internal use only and may be modified depending on future needs.

LOGO LAYOUT

The following layout options are what we'd recommend for your brand. We have provided the following logo files: EPS, PDF, JPG and PNG file formats (for all your print and web needs)



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COLOR INFORMATION

These colors may also be used in supportive materials where appropriate. When the logo is shown in the primary colors, it will always be at 100% of the values shown here.



CMYK: 61,57,53,27
RGB: 94,89,91
Web: #5E595B
Pantone: 405 U



CMYK: 27,27,26,0
RGB: 188,177,175
Web: #BCB1AF
Pantone: 407 U



CMYK: 15,15,20,0
RGB: 215,207,197
Web: #D7CEC4
Pantone: 400 U

a
a amy bennett

CLEAR SPACE

The minimum distance between the logo and any graphical elements, photography, or the edge of the page is equal to the width/height of the letter "a".

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NEVER REPOSITION
MAIN LOGO ELEMENTS

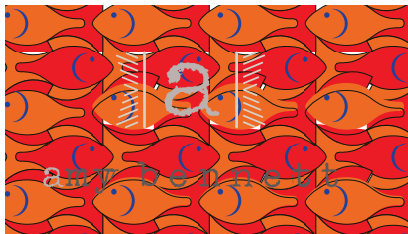


NEVER TILT, SKEW OR DISTORT
LOGO



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NEVER CONDENSE OR
EXPAND LOGO



NEVER PLACE LOGO OVER
PATTERN OR COMPLICATED
IMAGE



NEVER PLACE LOGO WITHIN
ANOTHER SHAPE, ICON OR
LOGO



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NEVER CREATE SCREENED
VERSIONS OF MAIN LOGO

IDENTITY, LOGO TYPE, AND SYMBOL - HOW NOT TO USE THE LOGO

Shown here are things that should not occur when placing the logo artwork into documents. It is critical to maintain consistency in appearance. No substitutions or alterations are allowed.

PRIMARY FONT

Here is the primary and preferred typeface used for marketing materials (ie. title work, paragraph headings, etc). *Body/paragraph text options are shown below in the “complimentary & substitute fonts” section.

American Typewriter - *Light*, Regular, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890-=[] ; ' , . / ! # \$ % & * () _ + { } : " < > ?

Typewriter - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890-=[] ; ' , . / ! # \$ % & * () _ + { } : " < > ?

COMPLIMENTARY & SUBSTITUTE FONTS

Complimentary Font (when the above font is unavailable, or for certain font styling (like ITALICS and for number accents) and other uses such as the “body text” for documents, and fonts used for the web)), you may substitute it for only the following:

Courier - Regular, *Italic*, **Bold**, **Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890-=[] \ ; ' , . / ~ ! # \$ % ^ & * () _ + { } : " < > ?