



AMBER BUSINESS SUPPORT

BRAND STYLE GUIDELINE

USING THESE GUIDELINES

Your logo is the symbol of your brand.

These guidelines have been created for you by **Colleen Keith Design** to enable you, your team and your suppliers to professionally and consistently represent your brand to your market and the world.

Version 1 - January 2018

CONTENTS

Stacked Logo	3
Extended Logo	4
Logo Usage	5
Brand Colours	6
Typography	7
Contact	8

MAIN LOGO

The **Stacked Colour Logo** is the main brand logo and should be used most frequently.

If colour printing is not an option, OR if the media background makes it difficult to view the Colour Logo effectively, the **Reversed White** or **Black** versions should be used.

Stacked Colour Logo



AMBER BUSINESS
SUPPORT

Stacked Black Logo



AMBER BUSINESS
SUPPORT

Stacked Reversed/White Logo



EXTENDED LOGO

In situations where the Stacked Logo shape or composition does not work best for the intended media, one of the colour, black or reversed/white **Extended Logos** can be used as a replacement.

Extended Colour Logo



Extended Black Logo



Extended Reversed/White Logo



LOGO USAGE

It is important to maintain a minimum amount of clearance from the Logo, so that it can remain an effective visual communication of the brand.

Minimum clearance can be determined from the logo's top head shape/cloud puff.

Ensure that the logo doesn't become altered in any way, including inappropriate separation, distortion or using colours that are not on brand.

Minimum
Clearance



Inappropriate Use



**AMBER BUSINESS
SUPPORT**



**AMBER BUSINESS
SUPPORT**



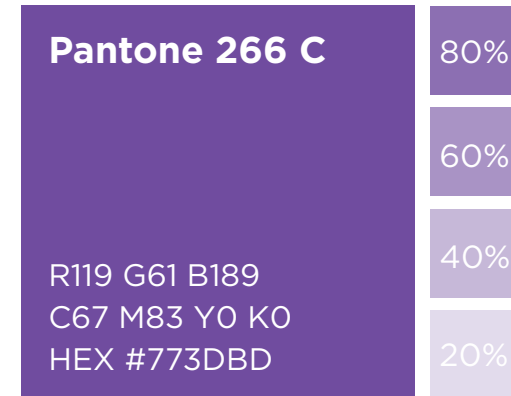
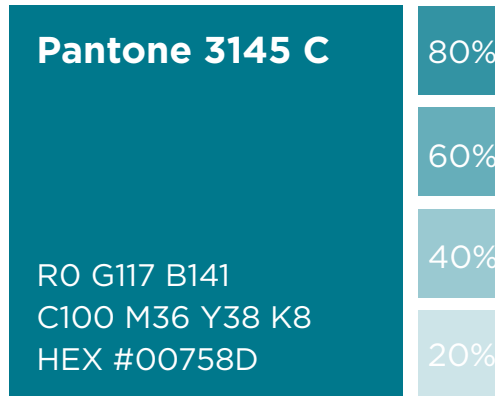
**AMBER BUSINESS
SUPPORT**

BRAND COLOURS

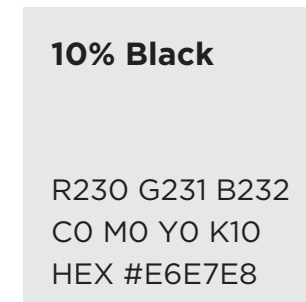
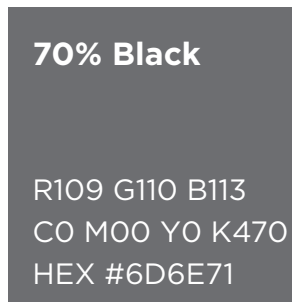
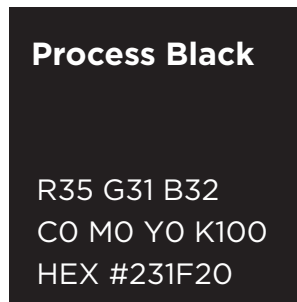
The following colours represent the Brand. To ensure consistency across your brand collateral, refer to the colours codes for accurate reproduction.

For variation with consistency, the supporting shades of the primary colours may also be used occasionally.

Primary Brand Colours



Supporting Brand Colours



TYPOGRAPHY

Gotham is the Primary Brand Typeface. It is used in the **Medium** and Book weights for the logo, and can be used for body copy, titles, subtitles and quotes in any weight. It's a versatile and classic sans serif typeface.

Leading for body copy should be proportionate to the size of the copy, for example 10pt/14pt. Ensure that ascenders and descenders do not touch, and the text is easily legible.

For digital brand typefaces, **Montserrat** is the closest to Gotham and is a free Google Font. It will be a typeface easy to find and use in multiple online apps. It's also available to download and use for free on desktop applications.

Primary Brand Typeface

Gotham

ABCDEFGHIJKLMNOPS

TVWXYZabcdefghijklmnopqrstuvwxyz

nopqrstuvwxyz

1234567890

@#\$%^&*()

Digital Brand Typeface

Montserrat

ABCDEFGHIJKLMNOPS

abcdefghijklmnopqrstuvwxyz

1234567890

@#\$%^&*()

CONTACT

This Brand and Brand Style Guide was created by **Colleen Keith Design**.

If you have any questions about the brand or guideline contents, please don't hesitate to contact me.



COLLEEN (at) **COLLEEN KEITH** (dot) COM

SKYPE: COLLEENKEITH