



PRIMARY LOGO

THIS IS THE MAIN LOGO THAT WILL BE USED ACROSS PRIMARY BRAND APPLICATIONS. THIS HELPS AUDIENCES EASILY RECOGNIZE YOUR BRAND, WHETHER IT BE STORE FRONT, PRODUCTS, PRINT MATERIALS AND/OR OTHER APPLICATIONS.



THE MINIMUM SIZE THIS LOGO SHOULD BE REPRESENTED IS 1/4 OF AN INCH. THE LINE WEIGHT SHALL BE PROPORTIONATE TO ITS SIZE WHEN SCALED.



DO NOT CHANGE THE WEIGHT OF THE LOGO.



SECONDARY LOGOS

SECONDARY LOGOS CAN BE USED IN PLACE OF THE PRIMARY LOGO BUT NEVER NEXT TO THE PRIMARY LOGO. THEY CAN BE USED AS PROFILE PICTURES ON SOCIAL MEDIA OR WHEN THE PRIMARY LOGO IS NOT PRACTICAL.

THESE LOGOS CAN ALSO SERVE AS ICONS FOR SOCIAL MEDIA PLATFORMS.

AAMCI



COLOR PALETTE

COLOR PALETTE IS AN INTERVAL PART OF BRAND CONSISTENCY. THE USE OF THIS COLOR PALETTE WILL REINFORCE THE LOGO AND THE COHESIVENESS OF THE BRAND. IT ALSO SERVES TO CREATE A CERTAIN FEELING TO YOUR AUDIENCE. COLOR USAGE IS FAIRLY MINIMAL. THIS LOGO WILL MOSTLY BE USED IN 3 COLORS. IT CAN ALSO BE USED IN BLACK OR WHITE WHEN COLOR ISN'T AN OPTION.



PANTONE 653CP
C94 M57 Y4 K18
R0 G90 B150
#05A96



PANTONE 655CP
C100 M79 Y12 K59
R0 G31 B70
#001F4E



PANTONE 568CP
C90 M14 Y62 K47
R0 G102 B55
#006655



TYPOGRAPHY

TYPOGRAPHY IS A POWERFUL TOOL WHEN USED CONSISTENTLY. THIS SET OF TYPEFACES BEST REPRESENTS THE FEEL OF THE BRAND AND CAN BE USED ACROSS ALL PRINT AND WEB APPLICATIONS.

THE SECOND FONT CAN BE USED ONLINE AND IN PRINT MATERIALS. IT'S NOT USED IN THE LOGO BUT WILL COMPLIMENT IT.

FREIGH NEO - PRO BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PHOTOGRAPHY

THE LOGO SHOULD BE USED IN BLACK OR WHITE WHEN USED ON A PHOTOGRAPH. TAKE CARE WHEN SELECTING PHOTOGRAPHY. MAKE SURE THE LOGO AND TYPE ARE NOT OBSCURED BY THE IMAGES. PHOTOS WITH A SHALLOW DEPTH FIELD WORK WELL. AVOID BUSY IMAGES WITH TOO MUCH DETAIL.

