

AMPLIFY™

Media Kit Usage Guidelines



Introduction

We created the Amplify Media Kit to help you effectively promote Amplify to your congregation.

Please read these usage guidelines carefully, and apply them anywhere you choose to use the Amplify logo, mark, or colors.

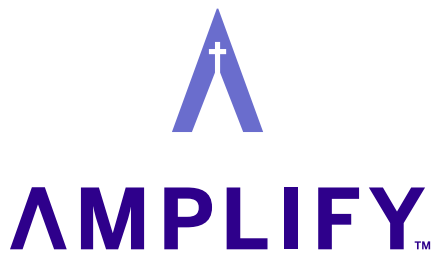


Overview

Primary Brandmark



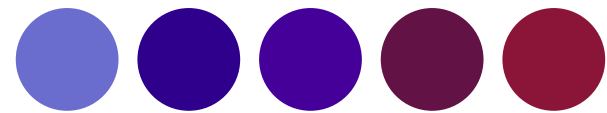
Primary Brandmark Stacked (Vertical)



Symbol



Color



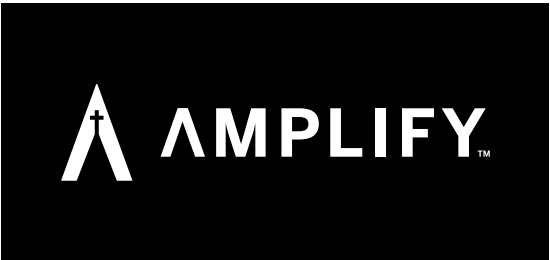


Brandmark + Symbol

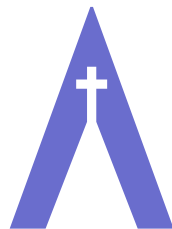
Primary Brandmark



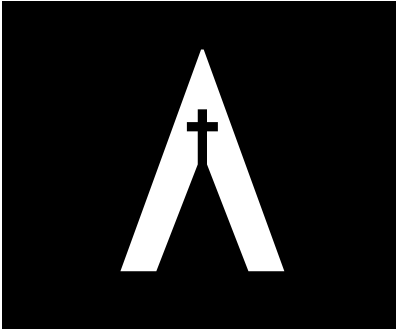
Primary Brandmark Reversed



Symbol



Symbol Reversed





Brandmark Usage

Spacing



Minimum space around brandmark should be equivalent to size of symbol

Minimum Size



Minimum Width 1.5"



Minimum Width .25"

Brandmark Misuse



Altered Elements



Unapproved Colors



Stretched, condensed, or skewed



Competing Colors (ie., this should use reversed brandmark)



Logos too close together



Color

Primary Colors

AMPLIFY PURPLE
PMS 2366 C

C=64 M=55 Y=0 K=0
R=106 G=109 B=205
6a6dcd

ROYAL
PMS 2735 C

C=97 M=100 Y=0 K=4
R=46 G=0 B=139
2e008b

VIOLET
PMS Violet C

C=90 M=99 Y=0 K=0
R=68 G=0 B=153
440099

Secondary Colors

BERRY
PMS 2357 C

C=23 M=100 Y=0 K=58
R=98 G=18 B=68
621244

SCARLET
PMS 1955 C

C=9 M=100 Y=54 K=43
R=138 G=21 B=56
8a1538



Color Usage

Color Usage



Brand colors can touch



Brand colors can be seperated with white

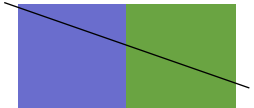


Brand colors and non-brand colors can be seperated with white



High-contrast text on a color background is acceptable

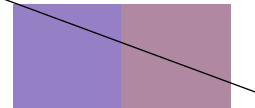
Color Misuse



Brand color touching non-brand color



Colors seperated with black



Modified brand colors



Low-contrast text on a color background



Media Kit: What is Included

Logos

EPS Files (print and web):

- Full color logo, Primary
- Full color logo, Stacked
- Full color Mark

- Black logo, Primary
- Black logo, Stacked
- Black Mark

- White logo, Primary
- White logo, Stacked
- White Mark

PNG Files (web):

- Full color logo, Primary
- Full color logo, Stacked
- Full color Mark

- Black logo, Primary
- Black logo, Stacked
- Black Mark

- White logo, Primary
- White logo, Stacked
- White Mark