

**AMPLIFY**<sup>TM</sup>  
MEDIA

Media Kit Usage Guidelines



## Introduction

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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.

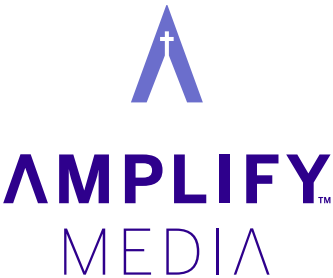


# Overview

Primary Brandmark



Primary Brandmark Stacked (Vertical)



Symbol



Color





# Brandmark + Symbol

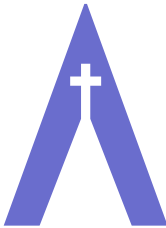
Primary Brandmark



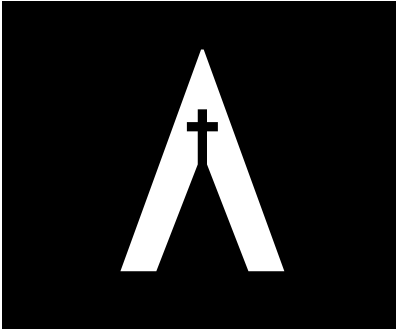
Primary Brandmark Reversed



Symbol



Symbol Reversed





# Brandmark Usage

## Spacing



Minimum space around brandmark should be equivalent to size of symbol

## Minimum Size



Minimum Width 2.25"



Minimum Width .25"

## Brandmark Misuse



Altered Elements



Stretched or condensed



Logos too close together



Unapproved Colors



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



# 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

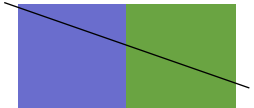


Brand colors and non-brand colors can be seperated with white



High-contrast text on a color background is acceptable

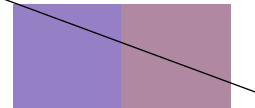
## Color Misuse



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

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## 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