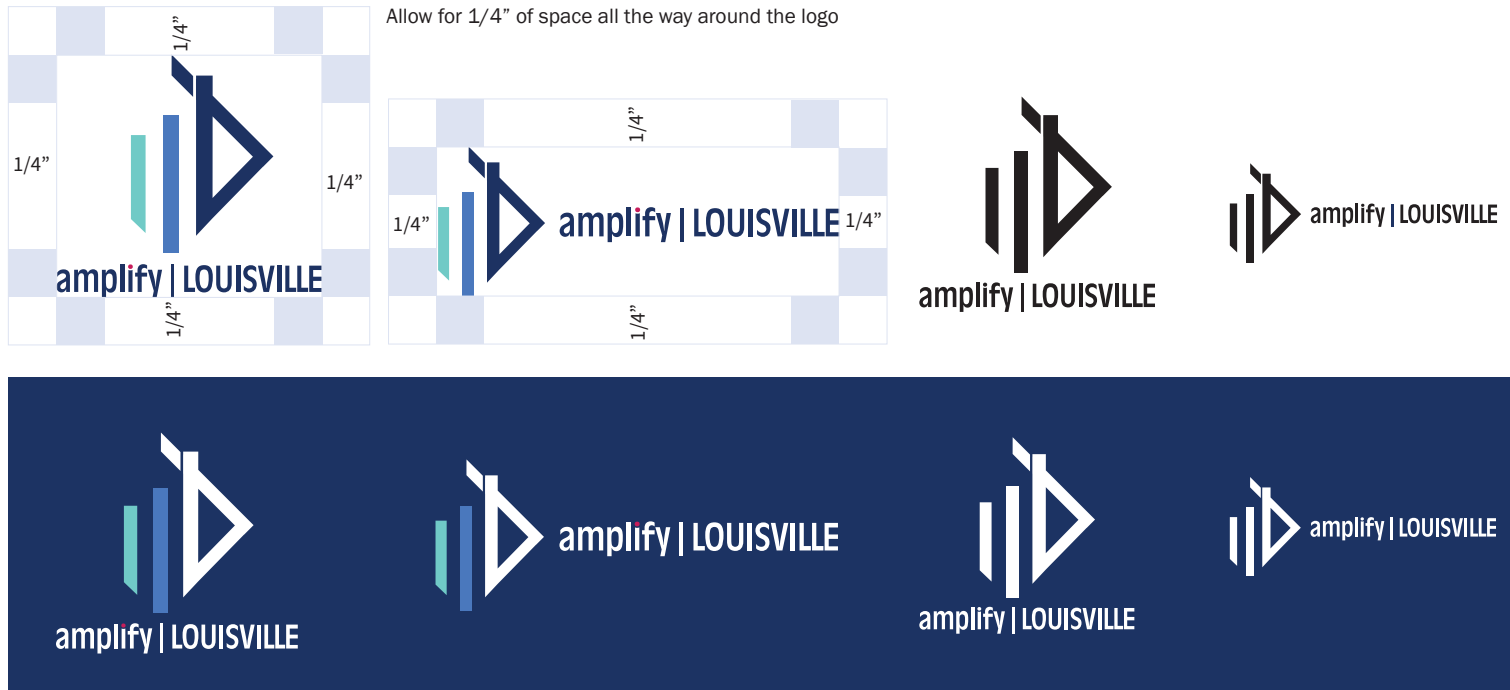


# Visual Identity Guide for Amplify Louisville

## Logo



## Typography

### This is an example of a Headline

This is an example of body copy. Please use a minimum of 10pt font, with at least x2 leading between lines. Amplify is the best. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

#### Franklin Gothic Bold

#### Franklin Gothic Regular

Alternative:

#### Roboto Regular - Body Copy

## Photography

The images you choose should be compelling and reflective of the energy that drives Amplify Louisville and all of our activities to support entrepreneurial life.

Follow these guidelines to assure our photography captivates our audience. Use real people. Showcase the one-of-a-kind community by always choosing photos that include diverse person(s). Try to stick with tones that include the approved Amplify brand colors above.

Think: Diversity, Equity and Inclusion. Natural and spontaneous. Single subject focus. Clutter free. Attention to details. Stay current.

## Color

### Primary



Dark Blue

C: 100 Y: 33  
M: 88 K: 23

#1E3362



Blue

C: 75 Y: 0  
M: 50 K: 0

#4A78BC

### Accent only



Aqua

C: 53 Y: 25  
M: 0 K: 0

#71CAC7



Red

C: 17 Y: 49  
M: 100 K: 2

#C61E5B



Dark Gray K:80  
#333333



Light Gray K:30  
#B3B3B3

### Examples:

#### DO:



Use photos with recognizable environments that can tell genuine stories about entrepreneurial life.

#### DON'T:



Use photos that feel inauthentic. Such as stock imagery where the people are looking directly into camera.