

Visual Identity Guide for Amplify Louisville

Logo

Allow for 1/2 the height of the “m.”



Typography

This is an example of a headline

This is an example of body copy. Minimum body copy size is 10 pt/12 pt leading.

Trade Gothic LT Pro Roman

Trade Gothic LT Pro Bold No.2

Trade Gothic LT Std Oblique

Color

PRIMARY COLORS

Midnight



100/100/23/27
R37 G33 B90
#252159

Cerulean



95/68/4/0
R3 G94 B166
#035DA6

Aqua



71/15/0/0
R31 G169 B225
#1EA9E1

SECONDARY COLORS

Vivid Magenta



0/87/38/0
R239 G72 B111
#EF486F

Radiant Lime



17/0/77/0
R219 G227 B97
#DBE361

Photography

Try to create emphasis on the Founder when using photography. Use images that emphasise their innovative spirit, their journey and their connections.

Avoid static images and choose photos that show energy and engagement.

Headshots are important, too, when focusing on success stories or highlighting accomplishments of Founders.

It is also important to use photography that clearly identifies the communities we serve.

