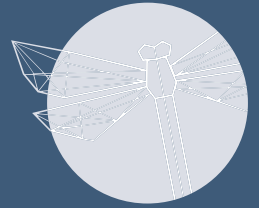




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STANDARDS GUIDE

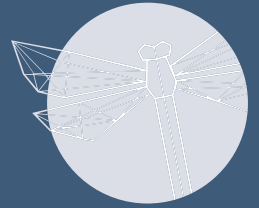


FOR MORE INFORMATION

Questions regarding brand guidelines standards should be addressed to:

Cynthia Fioretti
Marketing Director

cynthia@amytiemann.com
(919) 391-4899



TYPEFACES

PRINT

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Crimson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Crimson Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Crimson

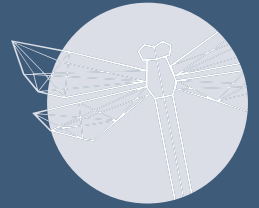
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Crimson Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



COLOR PALETTE

MAIN COLORS



CMYK
92 / 63 / 43 / 52

RGB
15 / 54 / 71

WEB
#0f3647



CMYK
81 / 61 / 34 / 14

RGB
63 / 92 / 122

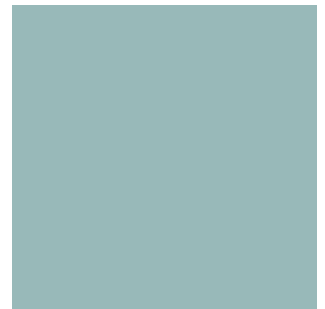
WEB
#3f5c7a



CMYK
84 / 31 / 30 / 1

RGB
0 / 137 / 161

WEB
#0089a1

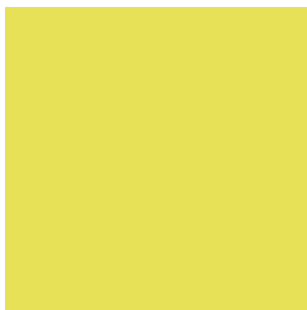


CMYK
41 / 16 / 25 / 0

RGB
153 / 185 / 186

WEB
#99b9ba

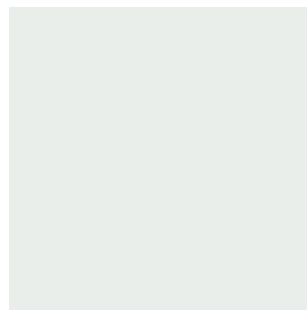
ACCENT COLORS



CMYK
12 / 3 / 80 / 0

RGB
230 / 226 / 87

WEB
#e6e257



CMYK
7 / 4 / 7 / 0

RGB
235 / 238 / 234

WEB
#ebeeea

SECONDARY COLORS



CMYK
29 / 86 / 0 / 0

RGB
182 / 72 / 155

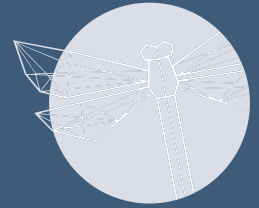
WEB
#b6489b



CMYK
60 / 100 / 0 / 0

RGB
104 / 29 / 88

WEB
#681d58



LOGO USAGE

The following guidelines display the correct treatment of the Amy Tiemann logo.

The Amy Tiemann global logotype is a unique piece of artwork that was created specifically for our brand. Its letter forms were chosen to create a simple but sophisticated typographical identity, one that is strong without being overbearing and intelligent without being pretentious.

The global logotype is the principal identifier of our corporate entity, Amy Tiemann. As its success depends upon the consistency of its usage, it must always be reproduced and applied in strict adherence with these guidelines.

The Amy Tiemann logotype can be reproduced in a range of sizes to accommodate nearly every brand application. To ensure that the logotype is always conspicuous and highly legible, it must never be reproduced smaller than 18mm wide. When applying the logotype, only use the approved artwork. Never, under any circumstances, should the logotype ever be altered or re-typeset in any way.

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COLOR LOGO

Whenever possible, the logo should appear with the following color values:

Turquoise: #0089a1
CMYK Process: 84 / 31 / 30 / 1

Denim Blue: # 3f5c7a
CMYK Process: 81 / 61 / 34 / 14

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ONE COLOR LOGO

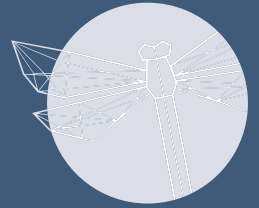
In cases where it is not possible to print in color, the logo may alternatively be reproduced in one color solid black as shown.

Black: Super Black
CMYK Process: 60 / 40 / 40 / 100

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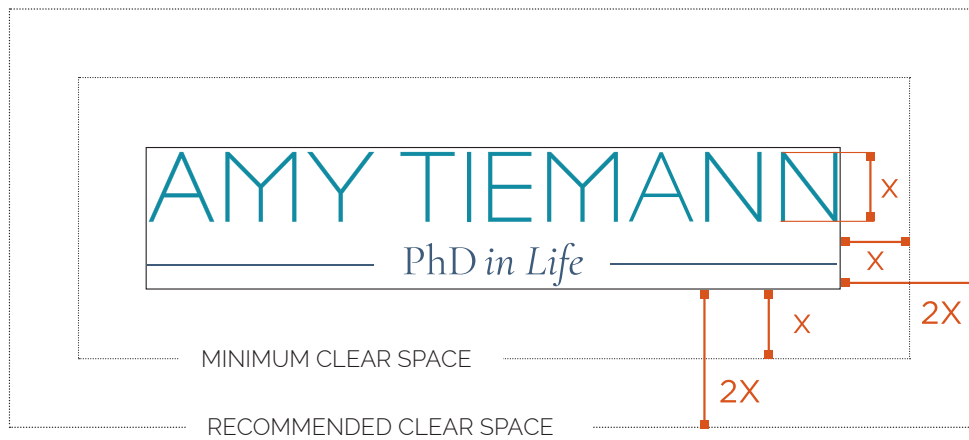
KNOCKOUT LOGO

When printing on a solid black or dark background in one color, the logo may be use as knockout.



LOGO CLEAR SPACE

Clear space for logo



Clear space for mark

