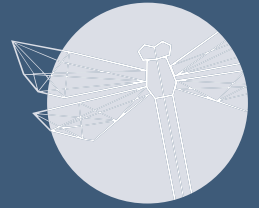




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STANDARDS GUIDE



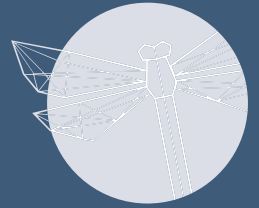
## FOR MORE INFORMATION

Questions regarding brand guidelines standards should be addressed to:

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**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

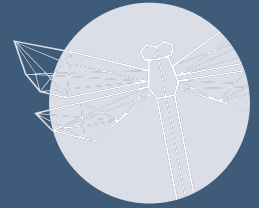
---

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

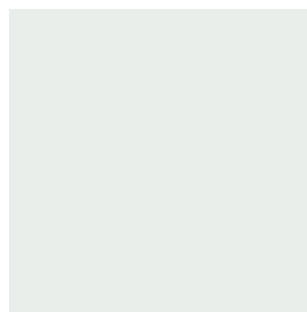
### ACCENT COLORS



**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

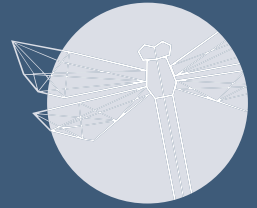
**WEB**  
#b6489b



**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

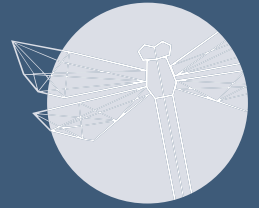
In cases where it is not possible to print in color, the logo may alternatively be reproduced in one color solid black as shown.

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

