

 Amesbury **Truth**[™]
visual identity

visual identity
1.0 logo components
2.0 clear space
3.0 minimum size
4.0 logo usage
5.0 color palette
6.0 typography

visual identity | logo components



signature + logotype

The logo is a fixed piece of artwork. The logotype and the tagline are the elements which make up the logo. None of these elements should be scaled separately from each other.

The colors within the logo are all part of the Amesbury Truth color palette and should not be modified in any way. The logo artwork is provided in a number of color modes for various reproduction methods.

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visual identity | clear space



clear space for signature

Clear space is an important element for communicating a strong brand. Maintaining the appropriate clear space will help create separation from other visual elements or brand marks, as well as help with sizing in limited space situations.

Maintain a minimum clear space of 1X around the logo. 1X is equal to the height of the capital letters in the logotype.

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visual identity | minimum size



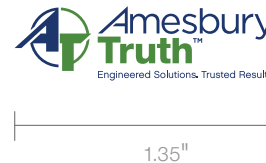
primary logo without tagline
minimum size 1.25"



primary logo with tagline
minimum size 1.5"



secondary logo without tagline
minimum size 1"



secondary logo with tagline
minimum size 1.35"

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visual identity | logo usage

usage on white background

usage on dark background

solid black and white logo



spot-color vector logo
PANTONE 288 and 363



full-color logo



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visual identity | secondary logo usage

usage on white background

usage on dark background

solid black and white logo



spot-color vector logo
PANTONE 288 and 363



full-color logo



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visual identity

primary logo icon usage

to be used as a supplement when full logo is present

usage on white background

usage on dark background

solid black and white logo



spot-color vector logo
PANTONE 288 and 363



full-color logo



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visual identity | color palette

primary colors



PANTONE **288**

C **100** R **0**
M **88** G **44**
Y **27** B **115**
K **19**

HEX **002c73**



PANTONE **363**

C **74** R **75**
M **24** G **139**
Y **100** B **42**
K **8**

HEX **4b8b2a**



PANTONE **COOL GREY 11**

C **57** R **113**
M **49** G **112**
Y **45** B **116**
K **13**

HEX **706f73**

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visual identity | typography

primary typeface

Chalet

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ123
abcdefghijklmnopqrstuvwxyz123

Chalet – Paris Nineteen Sixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ123
abcdefghijklmnopqrstuvwxyz123

Chalet – London Nineteen Sixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ123
abcdefghijklmnopqrstuvwxyz123

Chalet – New York Nineteen Sixty

secondary typeface

For instances where the Chalet font is not available, Arial Regular and Bold are the preferred alternate fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ123
abcdefghijklmnopqrstuvwxyz123

ABCDEFGHIJKLMNOPQRSTUVWXYZ123
abcdefghijklmnopqrstuvwxyz123