



# Brand & Identity Guidelines

VERSION 2

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These brand guidelines are accompanied by a brand assets folder, where you'll find the latest logos, marks, fonts and colors to use in your materials. It is important you keep consistency among every touch point with your audience.

From tone of voice to logo usage, each element serves a specific purpose in defining and visually representing the brand. Please use each element in relation to the guide.

**ALABAMA  
HUMANITIES  
ALLIANCE**

# 01 Logos

Logo Marks

# Variations

These are the primary marks for your brand. They should be utilized as often as possible and serve for the main marks of the company’s identity. The primary, secondary and abbreviation variations should be used where appropriate based on purpose, scale and medium.

Primary Combination Logo



Abbreviation Logo



Secondary Logotype



## External Logo

The full-color version of the primary logo is for external use only. This logo will be provided to the public for materials not produced internally by the AHA staff.

**ALABAMA  
HUMANITIES  
ALLIANCE**

## Sub Brands

These are sub brand marks that live within your identity. They should be utilized in the context of printed material such as Mosaic Magazine or for the external outreach program where consumers would be identified as “Allies”.



02

Clear Space

Primary Marks

# Clear Space

Clear space defines a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.

Primary Combination Logo



Abbreviation Logo



Secondary Logotype



Sub Brands

# Clear Space

Clear space defines a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.

09

Mosaic Magazine Logo



Ally Logo



# 03

# Color

Gradients

# Color Palette

The gradients palette should be utilized mainly in a digital context and incorporated as the primary palette for the brand. It should be used in print only when the substrate allows for gradient blending.



Solids

# Color Palette

The solid colors of the brand provide a versatile palette that can be used in a variety of instances such as print, digital, or in direct association with a specific focus of the humanities as displayed here. While the palette provides a range of colors to choose from, it should still be treated secondarily to the gradient palette depending on the design circumstances.

<p>HEX #5A3D97</p> <p>RGB 90, 61, 151</p> <p>CMYK 79, 91, 0, 0</p> <p>PMS 7679 C</p>	<p>HEX #4979BC</p> <p>RGB 73, 121, 188</p> <p>CMYK 75, 49, 0, 0</p> <p>PMS 4150 C</p>	<p>HEX #00B2CB</p> <p>RGB 0, 178, 203</p> <p>CMYK 74, 7, 18, 0</p> <p>PMS 3125 C</p>	<p>HEX #D6E27C</p> <p>RGB 214, 226, 124</p> <p>CMYK 18, 0, 65, 0</p> <p>PMS 586 C</p>	<p>HEX #FFC546</p> <p>RGB 255, 197, 70</p> <p>CMYK 0, 24, 82, 0</p> <p>PMS 1225 C</p>	<p>HEX #F26E56</p> <p>RGB 242, 110, 86</p> <p>CMYK 0, 71, 67, 0</p> <p>PMS 7416 C</p>	<p>HEX #EC1A76</p> <p>RGB 236, 26, 118</p> <p>CMYK 0, 98, 23, 0</p> <p>PMS 213 C</p>
<p>HEX #42423B</p> <p>RGB 66, 66, 59</p> <p>CMYK 65, 58, 66, 48</p> <p>PMS 4287 C</p>				<p>HEX #EDEBE6</p> <p>RGB 237, 235, 230</p> <p>CMYK 6, 5, 7, 0</p> <p>PMS 663 C</p>		

04

# Typography

# Headlines

Cabernet JF

Aa

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09

# Subhead

Didact

Aa

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09

# Body

Courier New

Aa

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09