AMPARO
support following suicide

BRAND GUIDELINES

CONTENTS

THE LOGO IS MADE UP OF THREE PARTS. THE ICON, THE WORDMARK AND THE STRAPLINE.

THE ICON CAN BE USED IN ISOLATION WHEN REQUIRED, FOR EXAMPLE AN AVATAR ON SOCIAL MEDIA.

THE LOGOTYPE AND STRAPLINE SHOULD ALWAYS REMAIN IN THE LOCK-UP.

ICON

LOGOTYPE

AMPARO
support following suicide

TAGLINE

DO'S & DON'TS

RESTRUCTURING THE FULL LOGO, ALTERING THE OPACITY, PROPORTIONS, COLOUR PALETTE OR ANY OTHER CHANGES ARE NOT PERMITTED.

FORMATS

THE LOGO CAN BE USED IN THREE FORMATS
DEPENDING ON ITS SIZE AND PURPOSE.
WHETHER THIS BE FOR SOCIAL MEDIA,
PROMOTIONAL ITEMS (MINIMUM SIZE) OR
PRINT AND WEB OUTPUTS.

FULL LOGO

AMPARO
support following suicide

MINIMUM SIZE

AMPARO
support following suicide

ICON

AMPARO
support following suicide

THE FULL COLOUR LOGO SHOULD BE USED WHERE POSSIBLE. THERE MAY BE INSTANCES WHEN THE FULL COLOUR LOGO CANNOT BE USED, FOR EXAMPLE IN A BLACK AND WHITE PUBLICATION. IN WHICH CASE THE GREYSCALE LOGO CAN BE USED.

AMPARO
support following suicide

WORDMARK

THE TEXT USED WITHIN THE LOGO IS
CUSTOM LETTERING. THIS IS TO MAINTAIN
AN ORIGINAL, ONE OFF VISUAL STYLE TO
THE TYPOGRAPHY USED.

AM
PA

TYPOGRAPHY

WHEN REQUIRED FOR WEB AND PRINT BASED OUTPUTS, MONTSERRAT IN ITS REGULAR AND BOLD VARIATIONS SHOULD BE USED.

THIS CREATES A LEVEL OF CONSISTENCY AND LEGBILITY THAT ALLOWS THE CONTENT TO BE CLEARLY VISIBLE.

MONTSERRAT BOLD

ABCDEFGHIJKL MNOPQRSTUV WXYZ

MONTSERRAT REGULAR

ABCDEFGHIJKL MNOPQRSTUV WXYZ

AMPARO
support following suicide

WEB AND PRINT

HERE ARE THE COLOUR BREAKDOWNS
OF THE LOGO SO THE COLOURS
WILL MATCH AND BE SUITABLE FOR
WEB AND PRINT OUTPUTS.

AMPARO RED

C	0	R	230	HEX	e6332a
M	90	G	51	Pantone	179
Y	85	B	42		
K	0				

AMPARO ORANGE

C	0	R	235	HEX	eb5b29
M	75	G	91	Pantone	7579
Y	88	B	41		
K	0				

AMPARO
support following suicide

THANK YOU