AMHS

American Motorcycle Historical Society

Brand Guidelines

Version 0.8 | 2024-02-21

Brand Guidelines

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The intent of these Brand Guidlines to help content creators accurately communicate the identity of the American Motorcycle Historical Society brand in a manner that effectively creates a recognizable public image and captures the essence of the organization's purpose.

This Brand Guide addresses **three critical areas** to the identity of the American Motorcycle Historical Society.

1. The **Logo**, consisting of the initialized logomark, wordmark, and variations of the two combined.

2. **Typography**, including appropriate font families and usage.

3. And finally, **Color Usage**, including the palette of approved colors.

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Primary Logo

The primary logo, consisting of an initialization of the organizations full name can be used in nearly all instances.

AMHS

Alternate Logo

The alternate logo consists of the initialized name with the full name underneath spanning the width of the initialization. This logo can be used whenever the size is large enough to read the full name.
Minimum size: 280px

AMHS
American Motorcycle Historical Society

Typography

AMHS American Motorcycle Historical Society

Headings

- Source Serif 4
- Semi-Bold (600)

By Level

H1
- Bold (700)
- 36pt / 48px

H2
- Semi-Bold (600)
- 30pt / 40px

H3
- Semi-Bold (600)
- 25.5pt / 34px

H4
- Semi-Bold (600)
- 19.5pt / 26px
- Italic

H5
- Bold (700)
- 16pt / 20px

H6
- Bold (700)
- 13.5pt / 18px

Body Text

- Source Sans 3
- Regular (400)
- 12pt / 16px

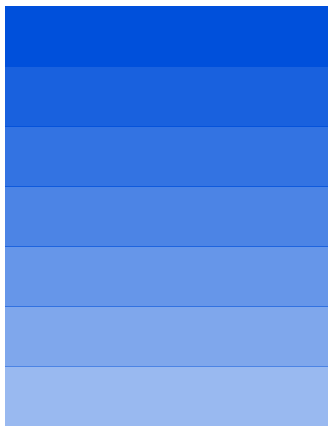### Hyperlinks

- Semi-Bold (500)
- Underline (on hover)

Buttons

- Source Sans 3
- Semi-Bold (600)
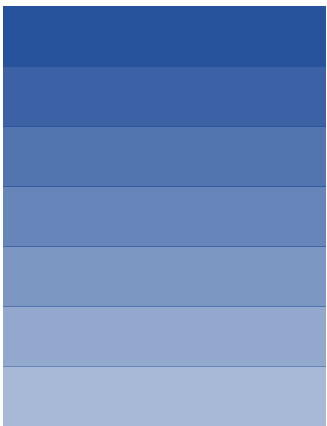- 16pt / 20px

Color Palette

AMHS

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#0050DB
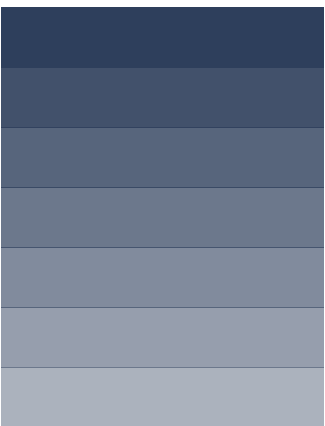
RGB 0, 80, 219

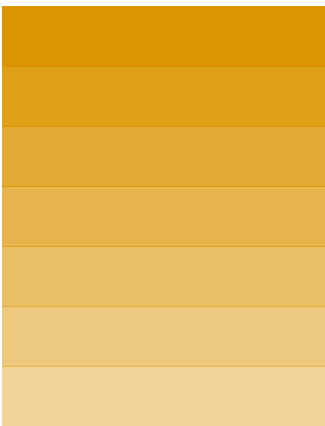CMYK 100, 63 ,0 , 14

#27529C

RGB 38, 81, 156
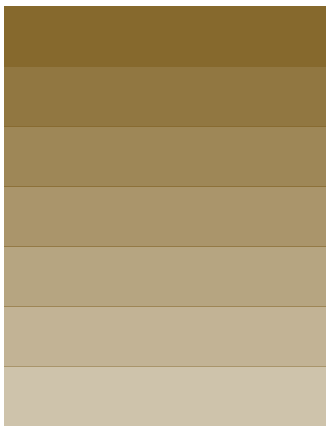
CMYK 75, 47, 0, 39

#2E3F5C

RGB 46, 63, 92

CMYK 50, 32, 0, 64

#DB9500

RGB 219, 149, 0

CMYK 0, 32, 100, 14

#86692D

RGB 134, 105, 45

CMYK 0, 22, 66, 47