

# BRAND GUIDELINES



---

AIR MUSIC ALLIANCE LIMITED

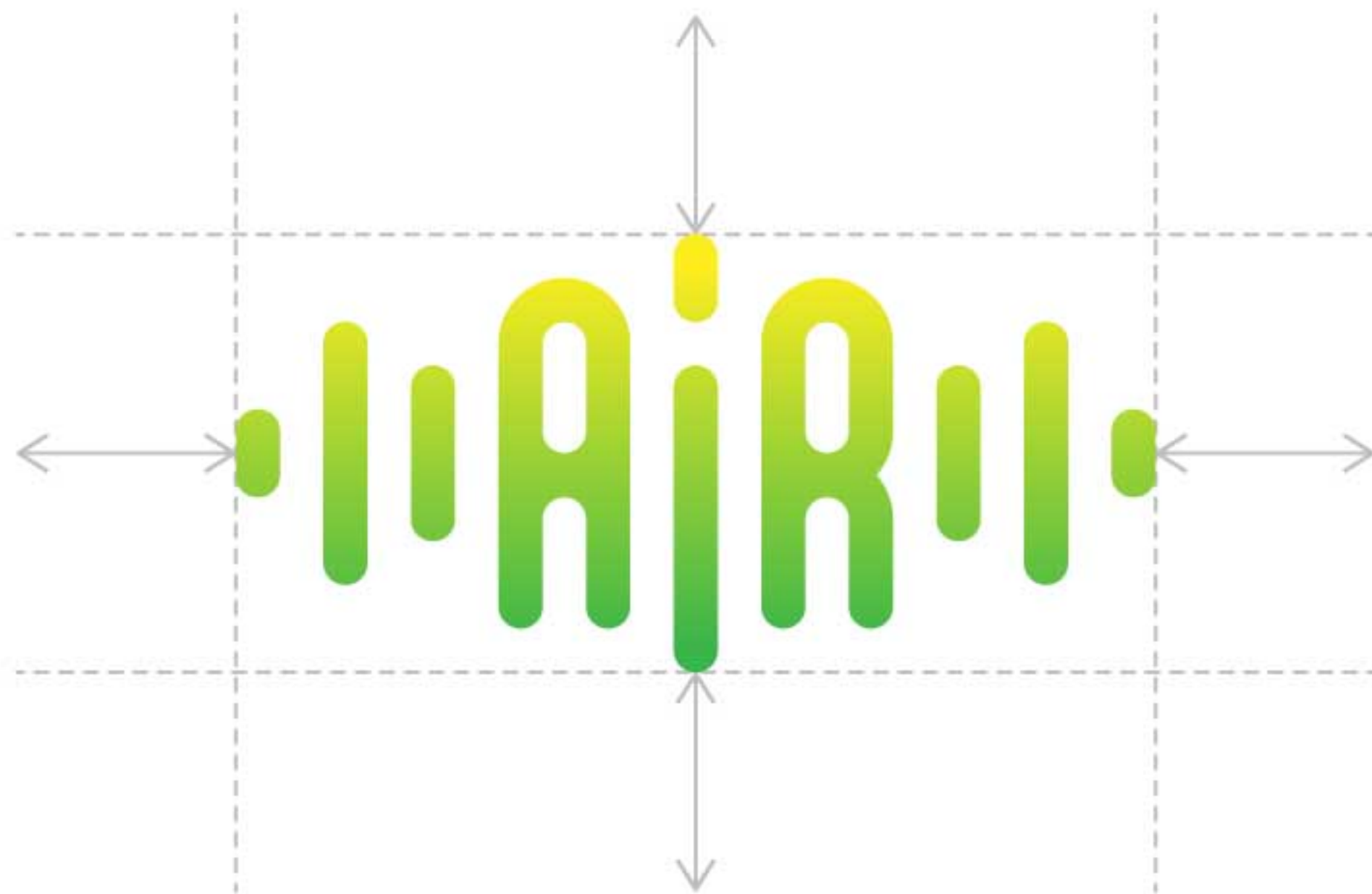


# Logo Guideline and Exclusion Zone

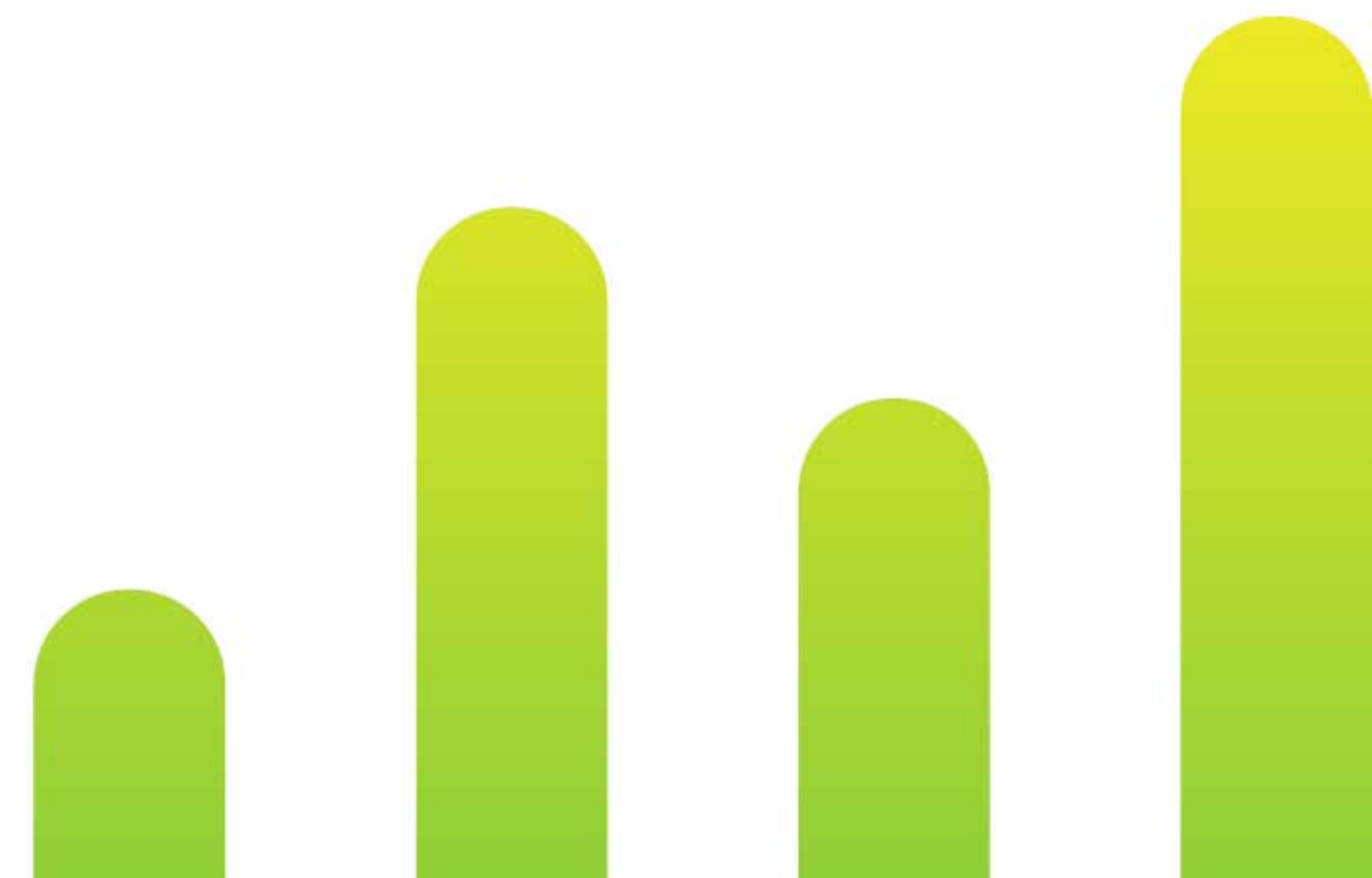
---

## Exclusion Zone

Minimum width: 0.5x of the height

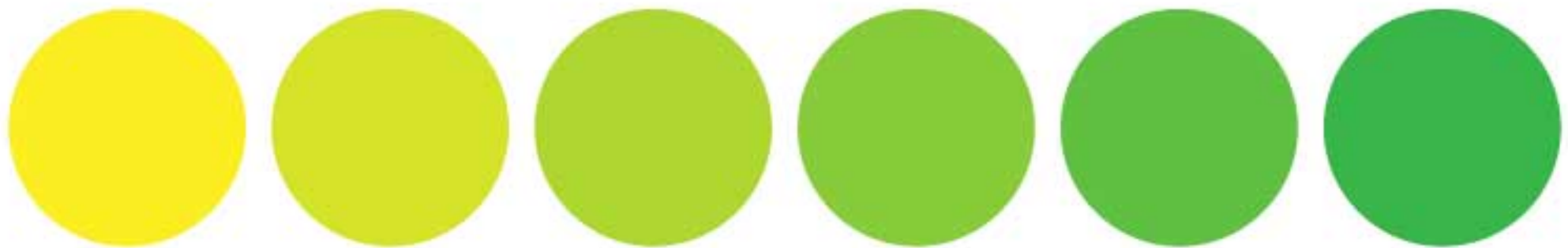


Specify a minimum distance from the edges of the logo to the next visual element.  
The colour of the logo can not be changed except in greyscale.



# Colour Palette

---



HEX Code #FCEE21  
CMYK 5, 0, 93, 0  
RGB 252, 238, 33

HEX Code #39B54A  
CMYK 75, 0, 100, 0  
RGB 57, 181, 74



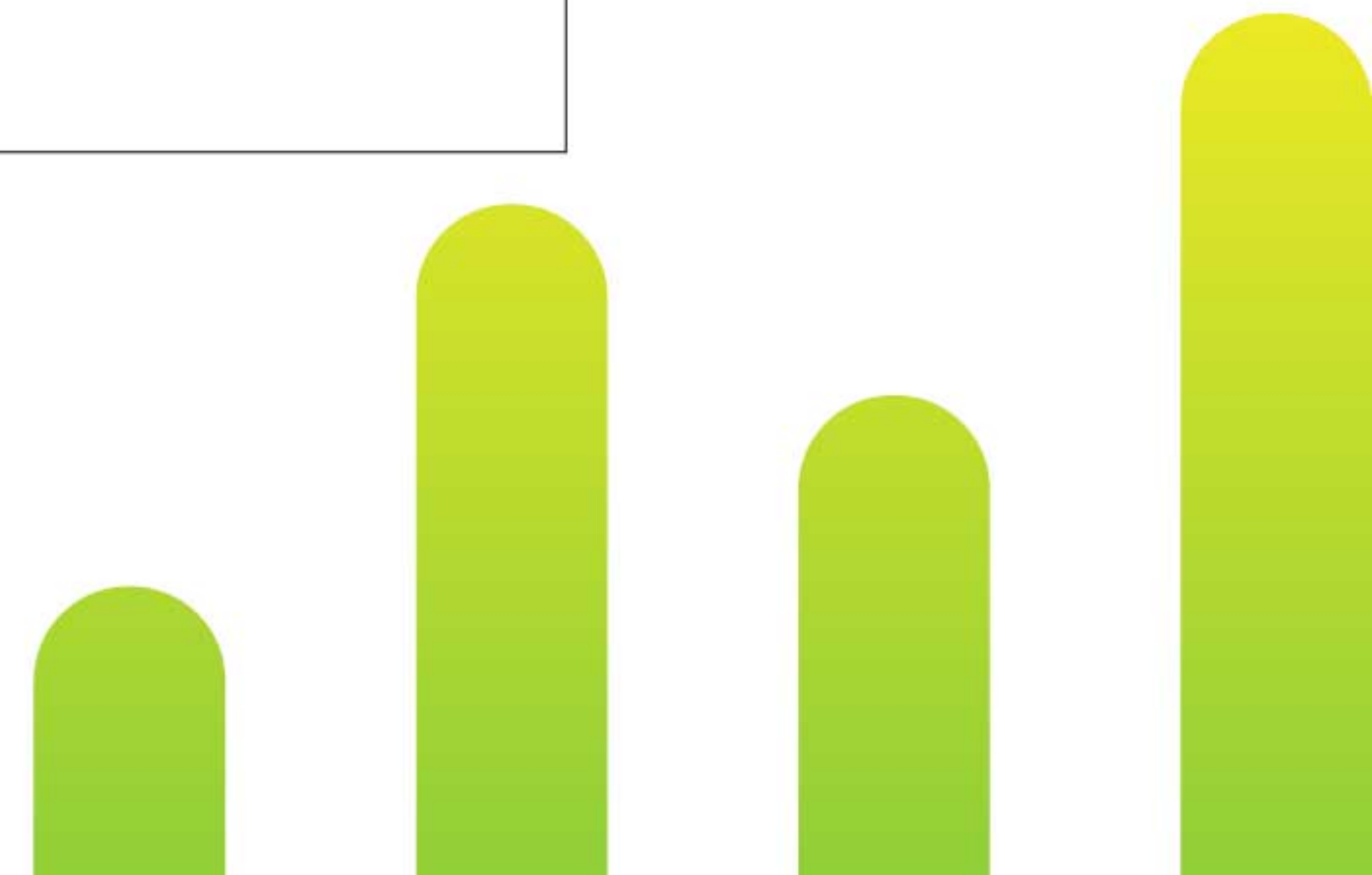
## Logo on Black and White Background

---

Logo on Black Background



Logo on White Background



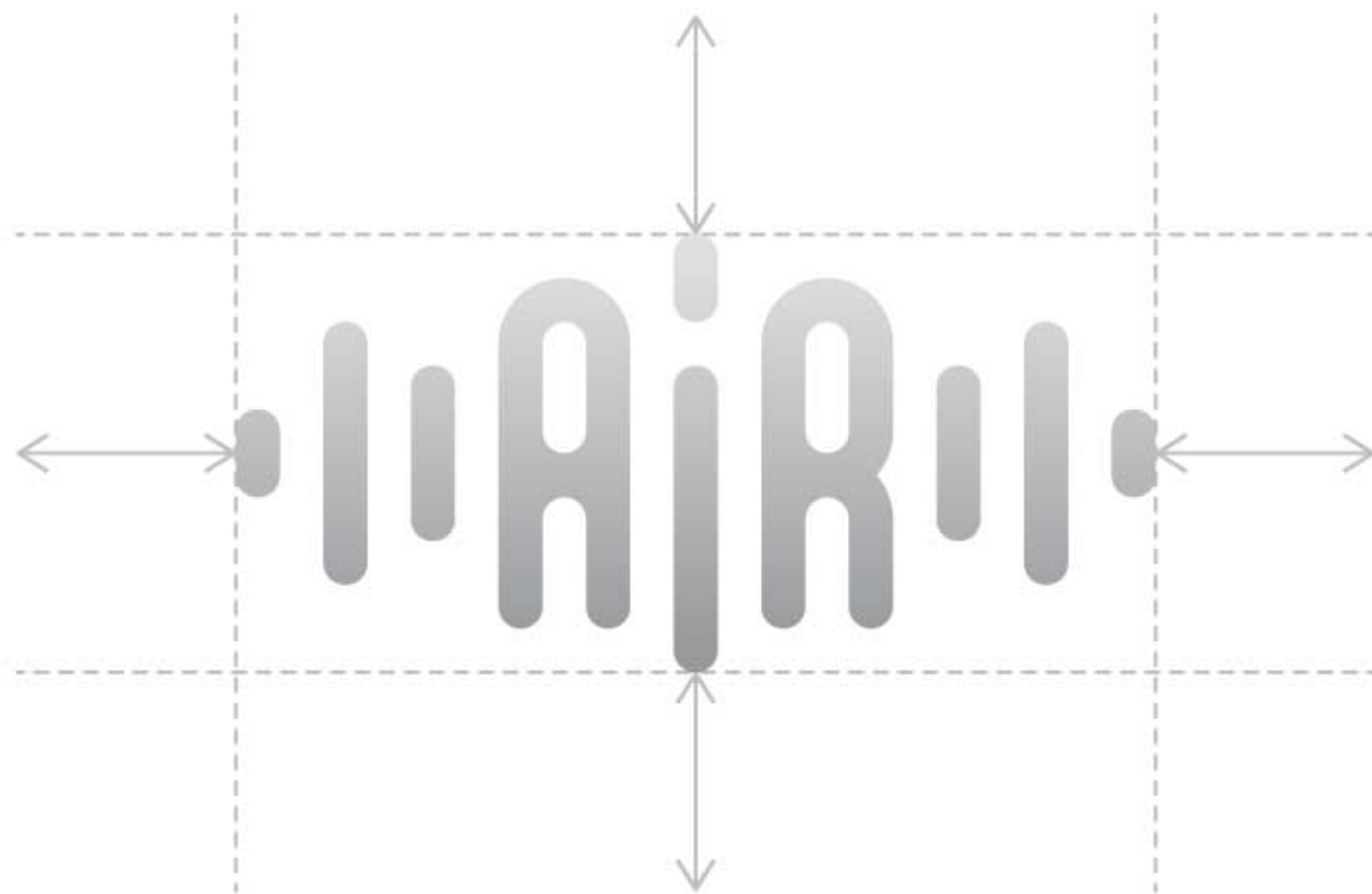


## Greyscale Logo Guideline and Exclusion Zone

---

### Exclusion Zone

Minimum width: 0.5x of the height

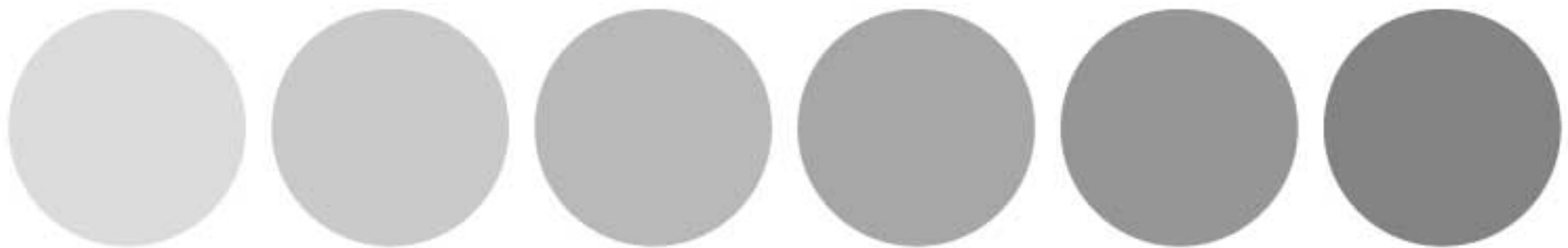


Specify a minimum distance from the edges of the logo to the next visual element.  
The colour of the logo can not be changed except in greyscale.



# Greyscale Colour Palette

---



HEX Code #DCDCDC  
CMYK 0, 0, 0, 14  
RGB 220, 220, 220

HEX Code #848484  
CMYK 0, 0, 0, 48  
RGB 132, 132, 132



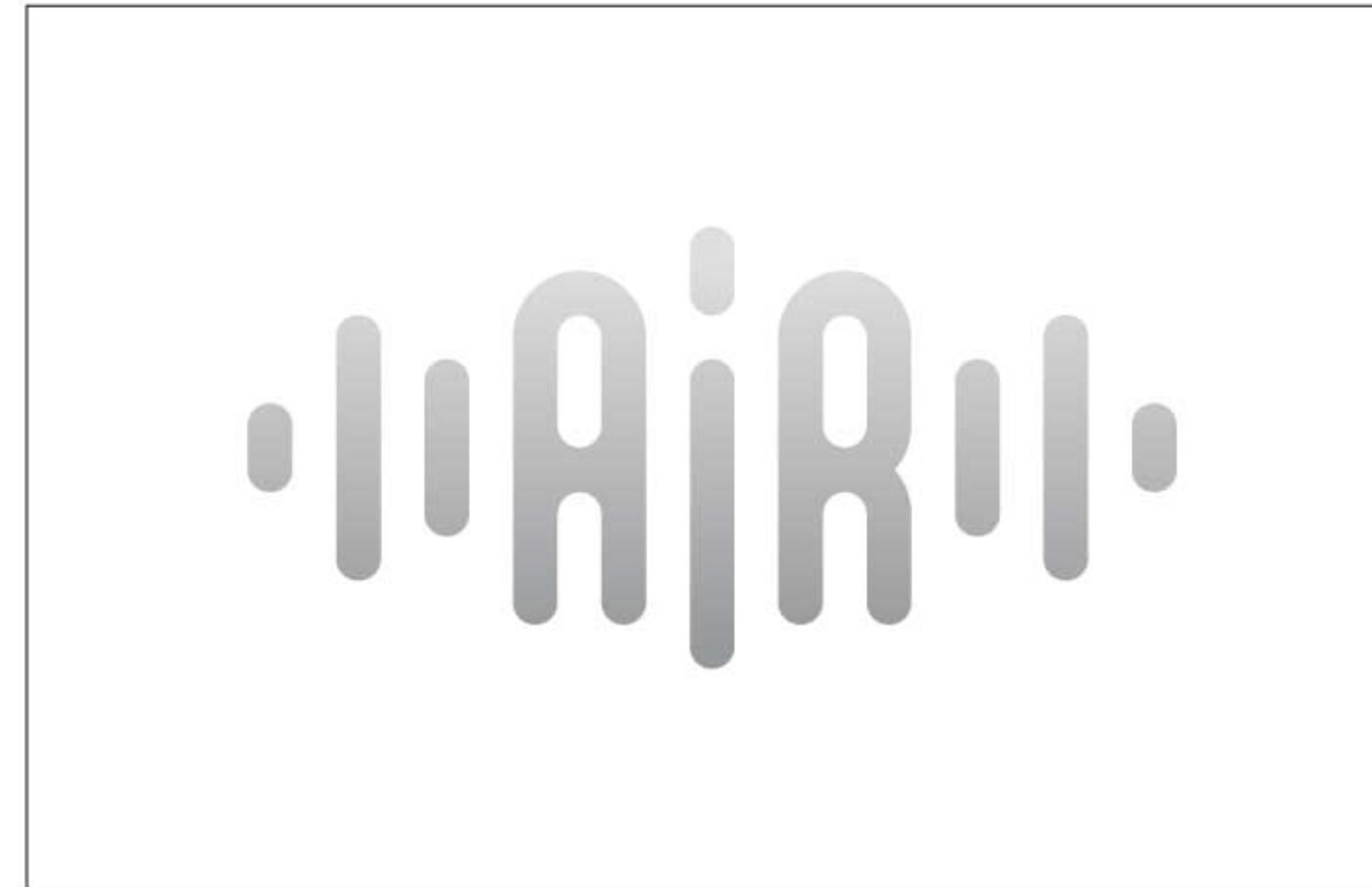
## Greyscale Logo on Black and White Background

---

Greyscale Logo on Black Background



Greyscale Logo on White Background





# Business Card



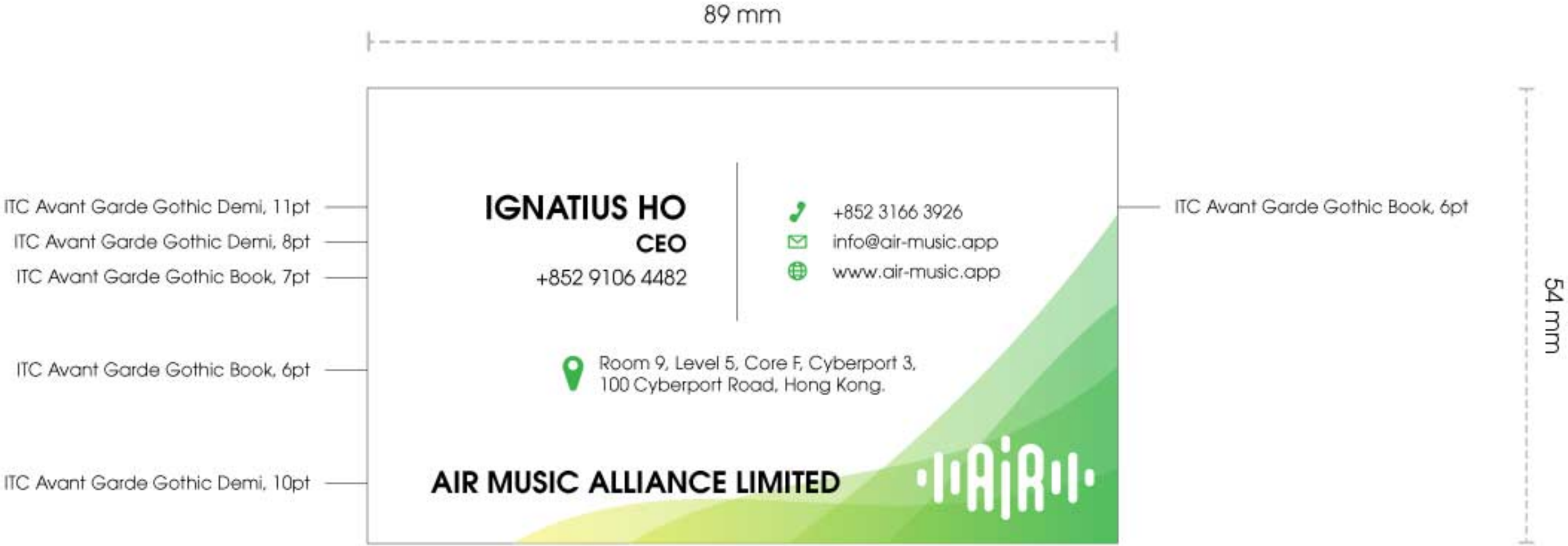
Front View



Back View



# Business Card Guidelines



# Typography

---

## ITC Avant Garde Gothic Demi

UPPERCASE	<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</b>
lowercase	<b>a b c d e f g h i j k l m n o p q r s t u v w x y z</b>
Numbers	<b>1 2 3 4 5 6 7 8 9 0</b>
Symbols	<b>! @ \$ % ^ * &amp; ( ) - _ = + ~ ` , . &lt; &gt; / ? : ; ' "</b>

## ITC Avant Garde Gothic Book

UPPERCASE	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
lowercase	a b c d e f g h i j k l m n o p q r s t u v w x y z
Numbers	1 2 3 4 5 6 7 8 9 0
Symbols	! @ \$ % ^ * & ( ) - _ = + ~ ` , . < > / ? : ; ' "





---

Room 9, Level 5, Core F, Cyberport 3,  
100 Cyberport Road, Hong Kong.

