

# Style Guide



# Logo Overview

The full color primary logo should be used whenever possible.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Full Color



## CMYK & RGB

EPS	Amimoto_Primary_cmyk.eps Amimoto_Primary_rgb.eps
JPG	Amimoto_Primary_cmyk.jpg Amimoto_Primary_rgb.jpg
PNG	Amimoto_Primary_cmyk.png Amimoto_Primary_rgb.png

The knockout versions are to be used when placed on a background color.

Knockout Option 1 is to be used when the logo is placed on the brand blue.

Knockout Option 2 is to be used when the logo is placed on the brand black.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Knockout Option 1



## CMYK & RGB

EPS	Amimoto_Primary_KO_01_cmyk.eps Amimoto_Primary_KO_01_rgb.eps
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PNG	Amimoto_Primary_KO_01_cmyk.png Amimoto_Primary_KO_01_rgb.png
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## Knockout Option 2



## CMYK & RGB

EPS	Amimoto_Primary_KO_02_cmyk.eps Amimoto_Primary_KO_02_rgb.eps
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PNG	Amimoto_Primary_KO_02_cmyk.png Amimoto_Primary_KO_02_rgb.png
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The black and white logos should be used in applications that require black and white printing, such as ads. These logos should be used sparingly.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Black



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EPS Amimoto\_Primary\_Black.eps

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PNG Amimoto\_Primary\_Black.png

## White



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EPS Amimoto\_Primary\_White.eps

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PNG Amimoto\_Primary\_White.png

# Logo Overview / Primary Logo (with tagline)

The primary logo with tagline should be used whenever the tagline is needed in conjunction with the logo.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Full Color



## CMYK & RGB

EPS	Amimoto_Primary_Tag_cmyk.eps Amimoto_Primary_Tag_rgb.eps
JPG	Amimoto_Primary_Tag_cmyk.jpg Amimoto_Primary_Tag_rgb.jpg
PNG	Amimoto_Primary_Tag_cmyk.png Amimoto_Primary_Tag_rgb.png

# Logo Overview / Primary Logo (with tagline)

The knockout versions are to be used when placed on a background color.

Knockout Option 1 is to be used when the logo is placed on the brand blue.

Knockout Option 2 is to be used when the logo is placed on the brand black.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Knockout Option 1



## CMYK & RGB

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EPS	Amimoto_Primary_Tag_KO_01_cmyk.eps Amimoto_Primary_Tag_KO_01_rgb.eps
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PNG	Amimoto_Primary_Tag_KO_01_cmyk.png Amimoto_Primary_Tag_KO_01_rgb.png
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## Knockout Option 2



## CMYK & RGB

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EPS	Amimoto_Primary_Tag_KO_02_cmyk.eps Amimoto_Primary_Tag_KO_02_rgb.eps
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PNG	Amimoto_Primary_Tag_KO_02_cmyk.png Amimoto_Primary_Tag_KO_02_rgb.png
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# Logo Overview / Primary Logo (with tagline)

The black and white logos should be used in applications that require black and white printing, such as ads. These logos should be used sparingly.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Black



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EPS Amimoto\_Primary\_Tag\_Black.eps

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PNG Amimoto\_Primary\_Tag\_Black.png

## White



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EPS Amimoto\_Primary\_Tag\_White.eps

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PNG Amimoto\_Primary\_Tag\_White.png

The logomark should be used when the organization's name is not needed.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Full Color



## CMYK & RGB

EPS	Amimoto_Logomark_cmyk.eps Amimoto_Logomark_rgb.eps
JPG	Amimoto_Logomark_cmyk.jpg Amimoto_Logomark_rgb.jpg
PNG	Amimoto_Logomark_cmyk.png Amimoto_Logomark_gb.png

The logomark should be used when the organization's name is not needed.

The knockout version is to be used when the logo is placed on the brand black.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Knockout Option 1



### CMYK & RGB

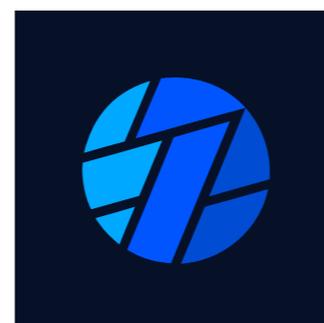
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EPS	Amimoto_Logomark_KO_01_cmyk.eps Amimoto_Logomark_KO_01_rgb.eps
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PNG	Amimoto_Logomark_KO_01_cmyk.png Amimoto_Logomark_KO_01_rgb.png
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## Knockout Option 2



### CMYK & RGB

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EPS	Amimoto_Logomark_KO_02_cmyk.eps Amimoto_Logomark_KO_02_rgb.eps
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PNG	Amimoto_Logomark_KO_02_cmyk.png Amimoto_Logomark_KO_02_rgb.png
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The black and white logos should be used in applications that require black and white printing, such as ads. These logos should be used sparingly.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Black



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EPS Amimoto\_Logomark\_Black.eps

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PNG Amimoto\_Logomark\_Black.png

## White



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EPS Amimoto\_Logomark\_White.eps

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PNG Amimoto\_Logomark\_White.png

The black and white wordmarks should be used in applications that require black and white printing, such as ads. These wordmarks should be used sparingly.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## Black

The wordmark 'amimoto' is displayed in a bold, lowercase, sans-serif font in black.

EPS

Amimoto\_Wordmarl\_Black.eps

PNG

Amimoto\_Wordmarl\_Black.png

## White

The wordmark 'amimoto' is displayed in a bold, lowercase, sans-serif font in white, centered within a dark blue rectangular background.

EPS

Amimoto\_Wordmarl\_White.eps

PNG

Amimoto\_Wordmarl\_White.png

# Logo Usage

The logo should not be altered in any way. Always scale the logo proportionally. Do not change the colors of the logo, and be sure that there is enough contrast between the logo and the background.

## Incorrect Logo Usage

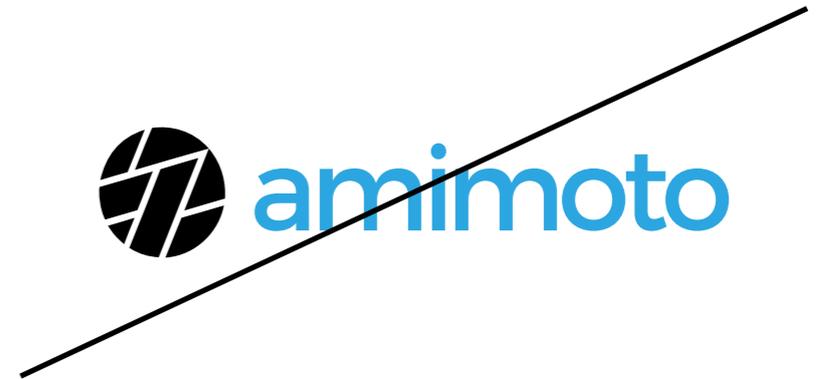
### DON'T STRETCH THE LOGO

Make sure the logo proportion is correct, don't stretch the elements.



### DON'T SWAP LOGO COLORS

Do not rearrange the colors within the logo.



### MAKE SURE THE FULL COLOR VERSION IS LEGIBLE ON A COLORED BACKGROUND

Contrast is important for readability.



### DON'T ALTER THE ELEMENTS OF THE LOGO

The spacing of the logo is very important. Do not manipulate the image.



The recommended minimum clearance is to ensure optimum legibility. This minimum spacing guideline will help give the logo clarity and presence on many different applications and formats.

## Logo Spacing

### CLEAR SPACE

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements. This ideal zone should be no less than the height of the type portion of the logo.



### MINIMUM SIZES

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.



# Color Palette

# Color Palette

The following selected colors are used to help define and distinguish the brand. The CMYK, RGB, and HEX # color references are outlined here.

## CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

## RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

## HEX #

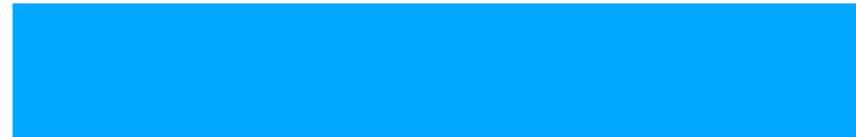
HEX # colors should be used in online applications.



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CMYK	C88 / M65 / Y0 / K0
RGB	R0 / G85 / B255
HEX#	0055ff

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CMYK	C72 / M25 / Y0 / K0
RGB	R0 / G168 / B255
HEX#	00a8ff

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CMYK	C100 / M98 / Y67 / K58
RGB	R6 / G16 / B39
HEX#	061027

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CMYK	C65 / M0 / Y53 / K0
RGB	R64 / G217 / B162
HEX#	2ed9a2

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CMYK	C0 / M75 / Y54 / K0
RGB	R255 / G99 / B98
HEX#	ff6362

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CMYK	C2 / M29 / Y74 / K0
RGB	R255 / G199 / B88
HEX#	ffc758

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# Typography

# Typography

The consistent application of a limited number of fonts will reinforce the brand and graphic identity, and give communications a cohesive look.

## Sans Serif

### MONTERRAT

Montserrat is the main identity font. The regular weight should be most frequently used, however alternate weights are acceptable as necessary. Arial can be used when Montserrat is not available.

Aa

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Noto Sans CJK JP

Noto Sans CJK JP is Japanese font.

Aa あ

Noto Sans CJK JP Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa あ

Noto Sans CJK JP Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa あ

Noto Sans CJK JP Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Best Practices

# Best Practices

Designing accessible communications can present a real challenge. Accessible print needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties. People with sight problems and learning difficulties are often marginalized by design with the production of bland and uninteresting designs.

In reality, it is impossible to design something that is accessible to everyone. However, we must aim to make our communications accessible to as many people as possible, while also being creative and visually stimulating.

## Readability Best Practices

### Type size

Our recommended minimum size for body copy is 9 point. However, depending on the audience, smaller or larger typefaces are permissible.

### Capital letters

Setting text in large amounts of capital letters can be harder to read than lowercase letters.

### Italics

These should be treated in a similar way to capital letters. Many partially sight-challenged people can find italics difficult to read so they should be used minimally. Using bold copy or a strong color to add emphasis is a good alternative.

### Leading

Leading (or line spacing) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

### Word spacing, letter spacing & horizontal scaling

Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text on to a line. This should be avoided as too little or too much space can make text illegible.

### Alignment

Left aligned text with a "ragged" right hand margin is the most legible as it is easier to find the start and finish of each line.

### Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colors are combined with light colors.

### Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

### Design

Accessible design is clean, simple, and uncluttered with good visual navigation.