

AMERICA'S NEXT

GreatAuthor

Brand Guideline

LOGOS, COLOR & TYPOGRAPHY



PRIMARY LOGOS

This is our primary logo. The pencil in the capital A signifies writing, and crisp contrast of color makes a clear separation of words and an iconic lockup.



It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided. Changing the original versions of the logo will undermine the consistency of the overall identity.



ALTERNATIVE LOGOS

Our preference is to always use our full color logo. However you can use single color (black or white) logo when full color is not available or full color logo is not sufficiently visible in the background.



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ANGA LOGO – BLACK

Can be used when it's not possible to use the full colour logo, for example on a one-color printed document.



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ANGA LOGO – WHITE

White logo can be used, when there is insufficient contrast between the background and the full color logo.



SCHOOL BUS YELLOW

R=237, G=180, B=63
C=7, M=30, Y=87, K=0
#EDB43F



BLACK

R=0, G=0, B=0
C=75, M=68, Y=67, K=90
#000000



GREY

R=123, G=121, B=121
C=53, M=46, Y=45, K=10
#7B7979

HEADLINE LOREM IPSUM DOLOR IT

**Integer aliquet magna vitae mi blandit
condimentum. Ut venenatis sapien eget lacus.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras eu urna pellentesque, placerat massa a, vestibulum erat. In vitae pretium tortor. Aenean vel quam vel ipsum tincidunt auctor. In vestibulum gravida euismod. Pellentesque commodo tempor tellus, non rhoncus nisi fermentum ac. Integer et fermentum orci, eget mollis sem.

HEADLINE

Hurme Geometric Sans 3, Bold, All Caps
32pt, 38pt leading
School Bus Yellow or Black

SUBHEAD

Hurme Geometric Sans 3, Bold, Sentence Case
18pt, 24pt leading
School Bus Yellow or Black

BODY

Hurme Geometric Sans 3, Regular, Sentence Case
11pt, 16pt leading
Black