

AMESGROUP


Education, Immigration, Accounting & Taxation

CORPORATIVE IDENTITY MANUAL



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INTRODUCTION

This Corporate Identity manual includes the constituent elements of the visual identity of AMESGROUP.

As constitutive elements, they establish the construction guidelines, the use of fonts and the chromatic applications of the brand.

The consolidation of the brand image requires special attention to the recommendations set out in this manual, as a document that guarantees a unity of criteria in communication and public dissemination.

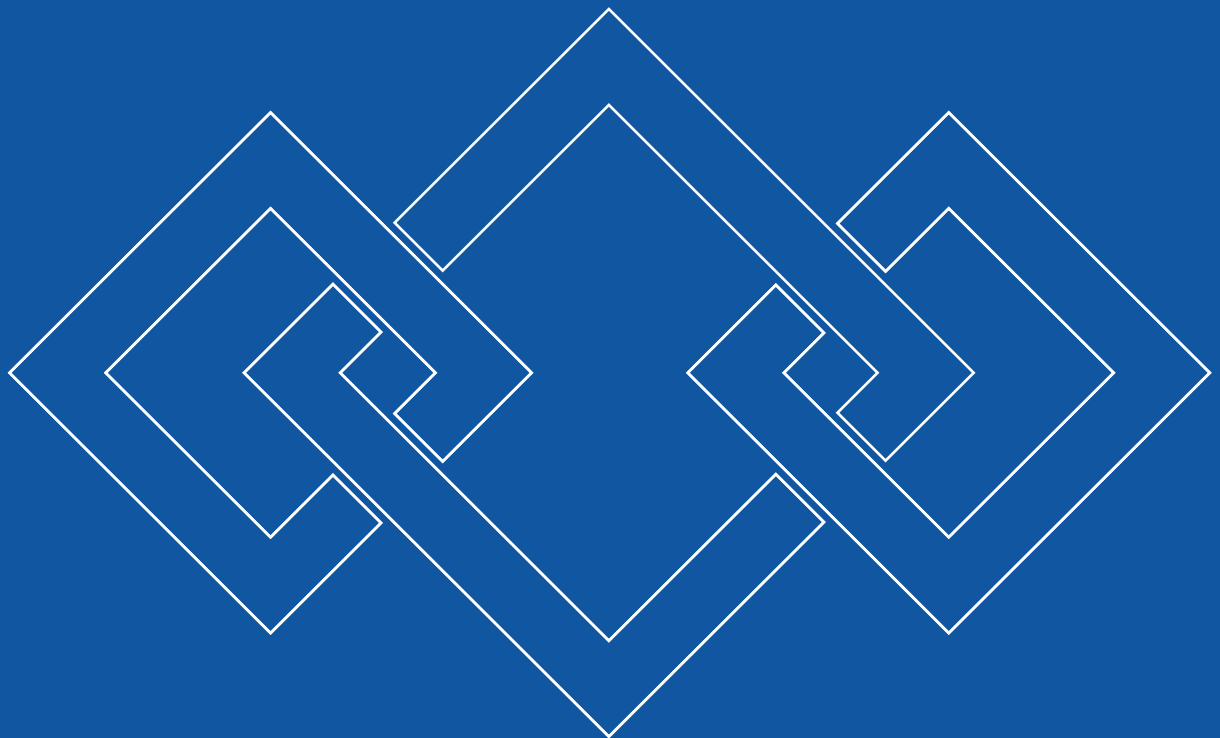
The manual must therefore be a “living” tool and present in all corporate image applications.

The guidelines contained in this document are not intended to restrict creativity, but rather to be a guide that opens new creative possibilities to communicate your own essence.

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THE BRAND



LOGO



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CONSTRUCTION AND MODULATION

The logo is inscribed and built on a modular surface proportional to the X value.

It is established as a unit of measure, in this way, we ensure the correct proportion of the brand on any support and measurements.



PROTECTION AREA

A protection area has been created as boundaries around the logo.

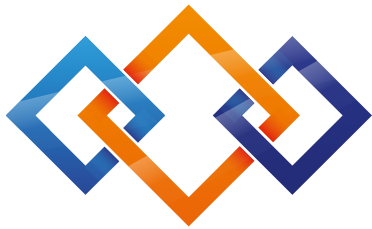
This area must be free of graphic elements that interfere with the perception and reading of the brand.

The construction of the area boundaries is determined by measure "X". Whenever possible, it is preferable to maximize this space separating the logo from the rest of the elements on the page (texts and images).



ADAPTABILITY

Full horizontal



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Simplified horizontal



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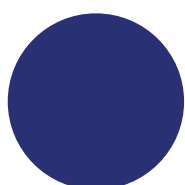
Minimal brand expression



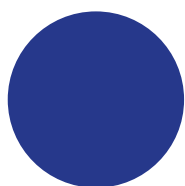
SCALE AND COLOR REFERENCE

Secondary colours are included to present contrast, clarity, and luminosity to the communication piece.

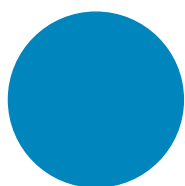
Primary Colours



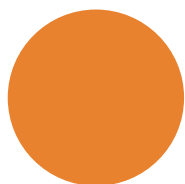
HEX #2A3074
RGB 42, 48, 116
CMYK 63, 58, 0, 54



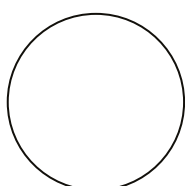
HEX #26388B
RGB 38, 56, 139
CMYK 72, 59, 0, 45



HEX #0085BD
RGB 0, 133, 189
CMYK 100, 29, 0, 25

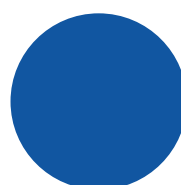


HEX #E8822E
RGB 232, 130, 46
CMYK 0, 43, 80, 9

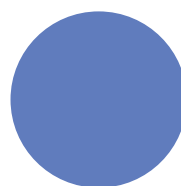


HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

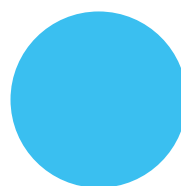
Secondary colours or complementary



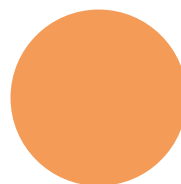
HEX #1156A1
RGB 17, 86, 161
CMYK 89, 46, 0, 36



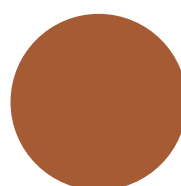
HEX #607CBD
RGB 96, 124, 189
CMYK 49, 34, 0, 25



HEX #3ABFF0
RGB 58, 191, 240
CMYK 75, 20, 0, 5



HEX #F49B58
RGB 244, 155, 88
CMYK 0, 36, 63, 4



HEX #A55C35
RGB 165, 92, 53
CMYK 0, 44, 67, 35

FONTS

The recommended font family to accompany the corporate image are <**Galano grotesque, acherus grotesque, montserrat**> For use in all internal communication, signage, and external communication. The selected font features clarity, simple style, and good readability.

a Q

GALANO GROTESQUE BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

a Q

ACHERUS GROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

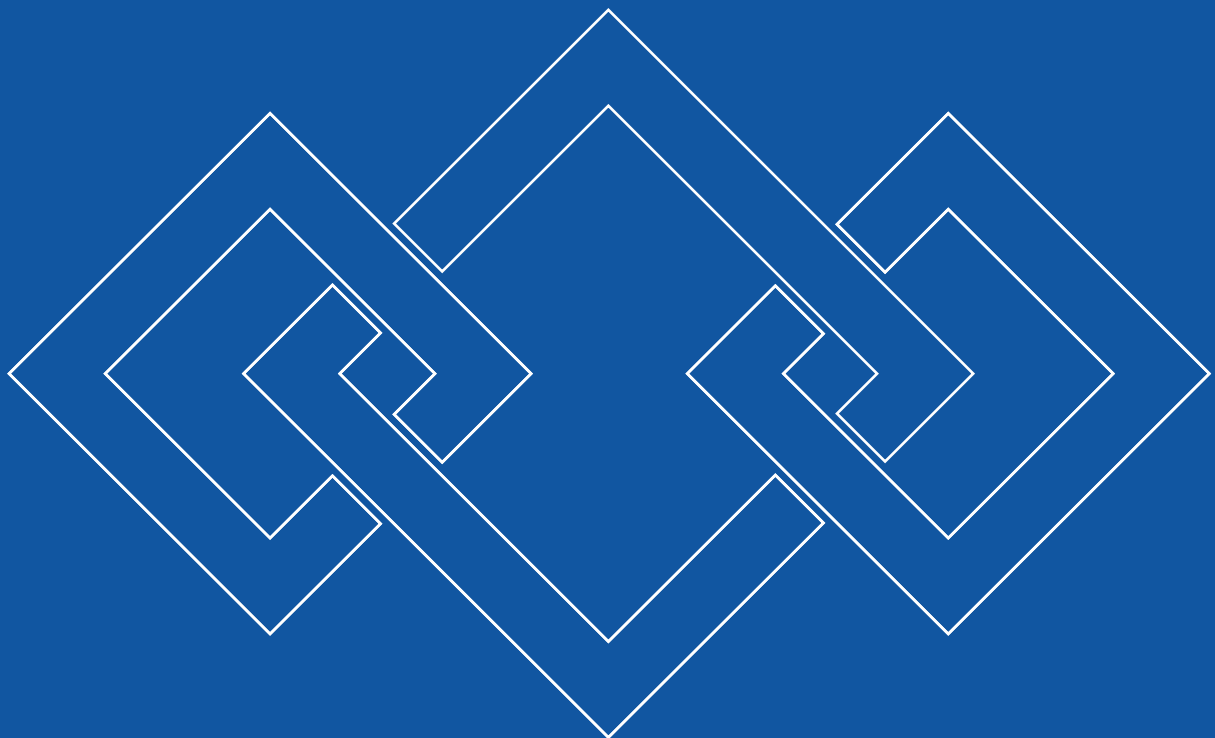
a Q

MONTSERRAT BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

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COMMUNICATION



COMMUNICATION TONE

The brand communicates through a warm and friendly tone closure. This allows the company to have clear and direct communication with the entire audience, the conversations must be entertaining, guided, and express knowledge about the topics.

The brand has the following main colours, which represent:

Orange colour: innovation, modernity, youth, fun, accessibility, vitality

Light blue colour: Constancy, authority, confidence

Blue Colour: Loyalty, Commitment, Order



BRAND IDENTITY

«Company that carries out migration, education, accounting, and tax processes»



BRAND VALUES

Brand Values are in the message that is intended in the company communications and strive to show brand identity.

Security

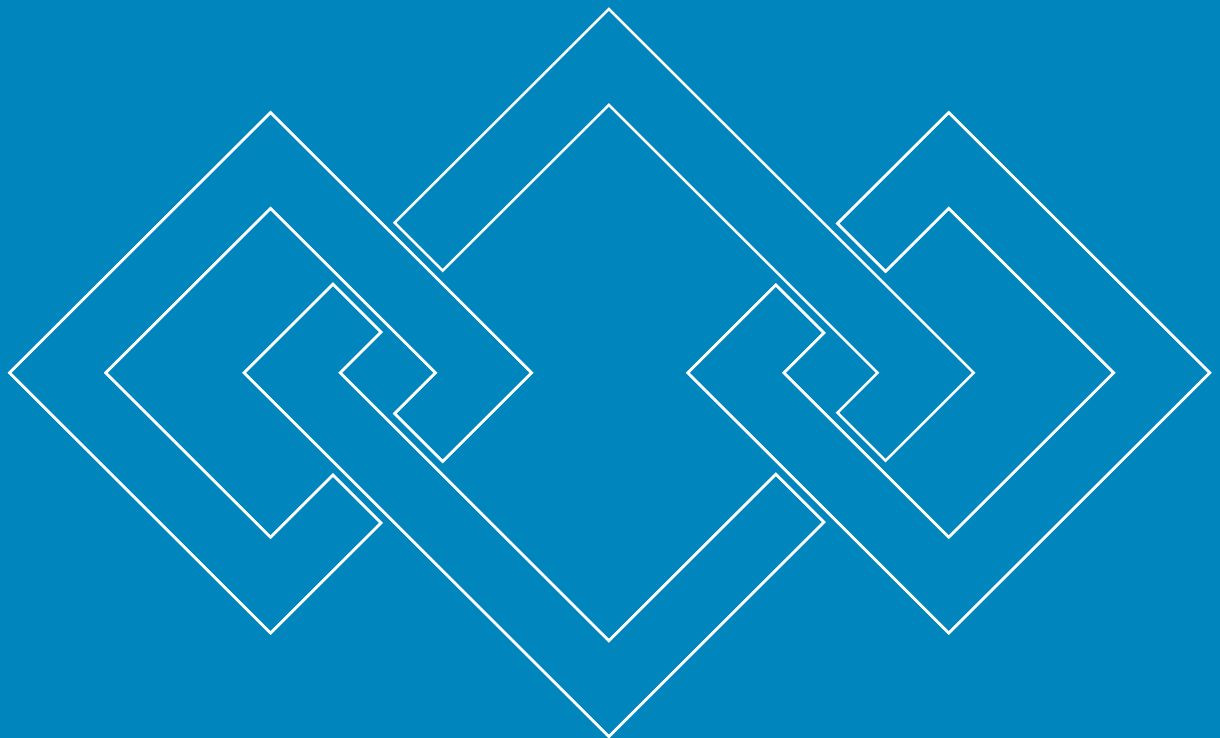
Cooperation

Advisory

Attention

4

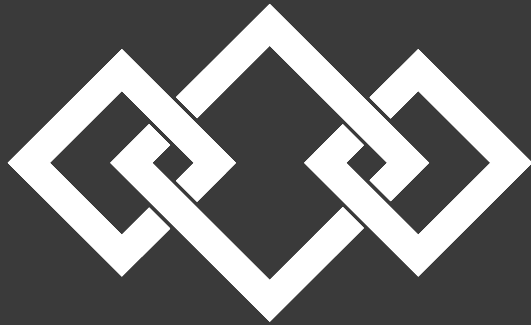
VARIANTS



BRAND VARIANTS

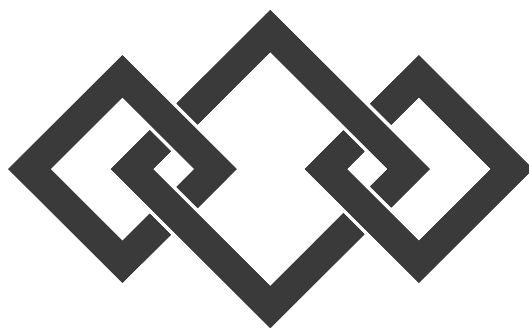
Brand variants are the alternatives to use the brand logo in backgrounds or context different than its original background colour (white).





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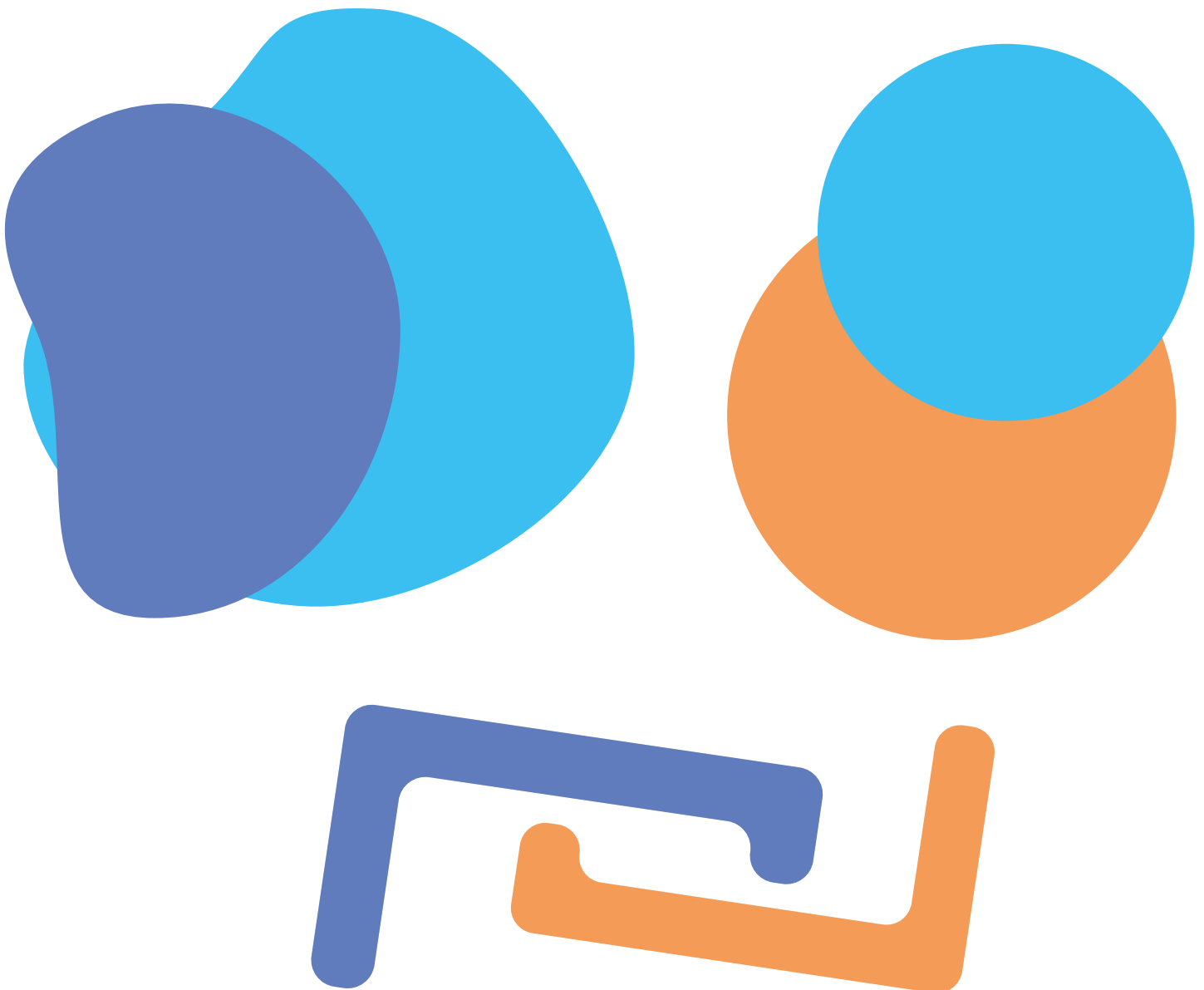


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GRAPHIC ELEMENTS

The forms ending in points are eliminated since it generates a feeling of rigidity and accusation. Additionally, the rounded shapes generate fluidity and a feeling of modernity.



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INCORRECT USES OF THE TRADEMARK



EXAMPLES

Below are some examples of incorrect application of the trademark; misuse distorts and damages it notoriously. These recommendations are extensive to all variants of the brand.



Incorrect colour application



Incorrect colour percentages



Deformation



Incorrect spacing



Concealment



Incorrect typography



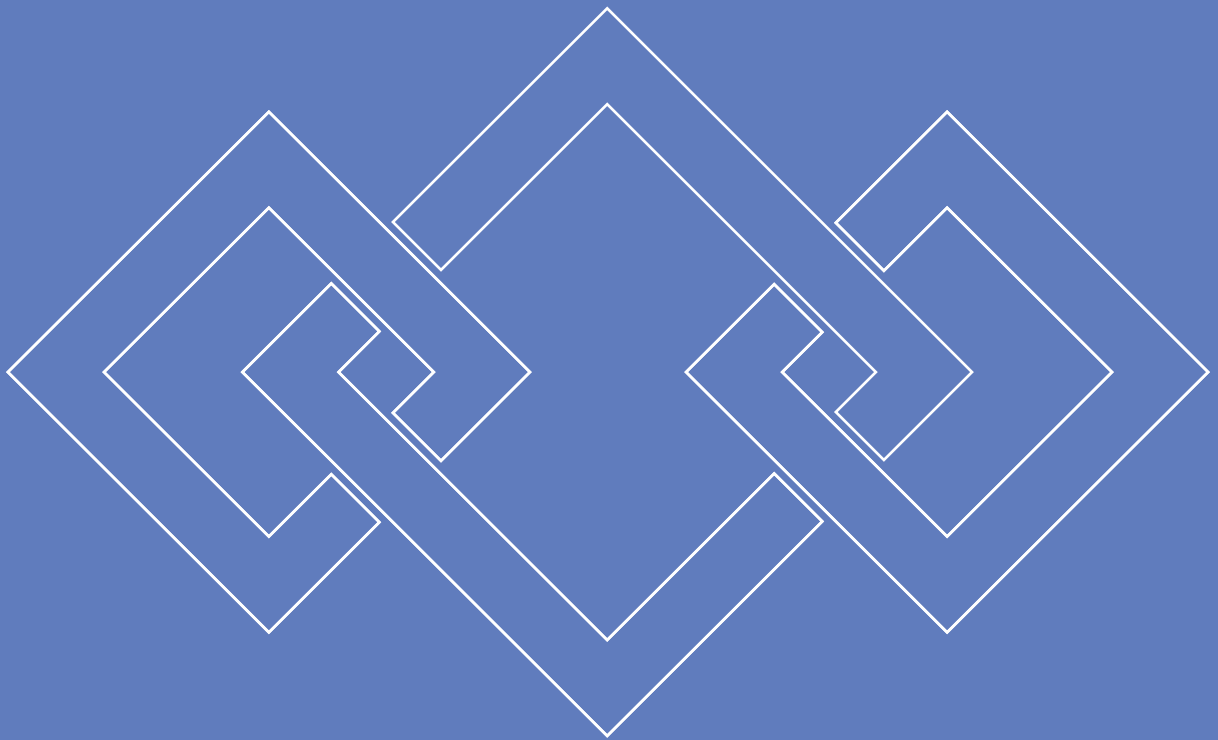
Incorrect sizes



Element deletion

6

APPLICATIONS



CUP MOCKUP



PEN MOCKUP



SHIRT MOCKUP



CAP MOCKUP

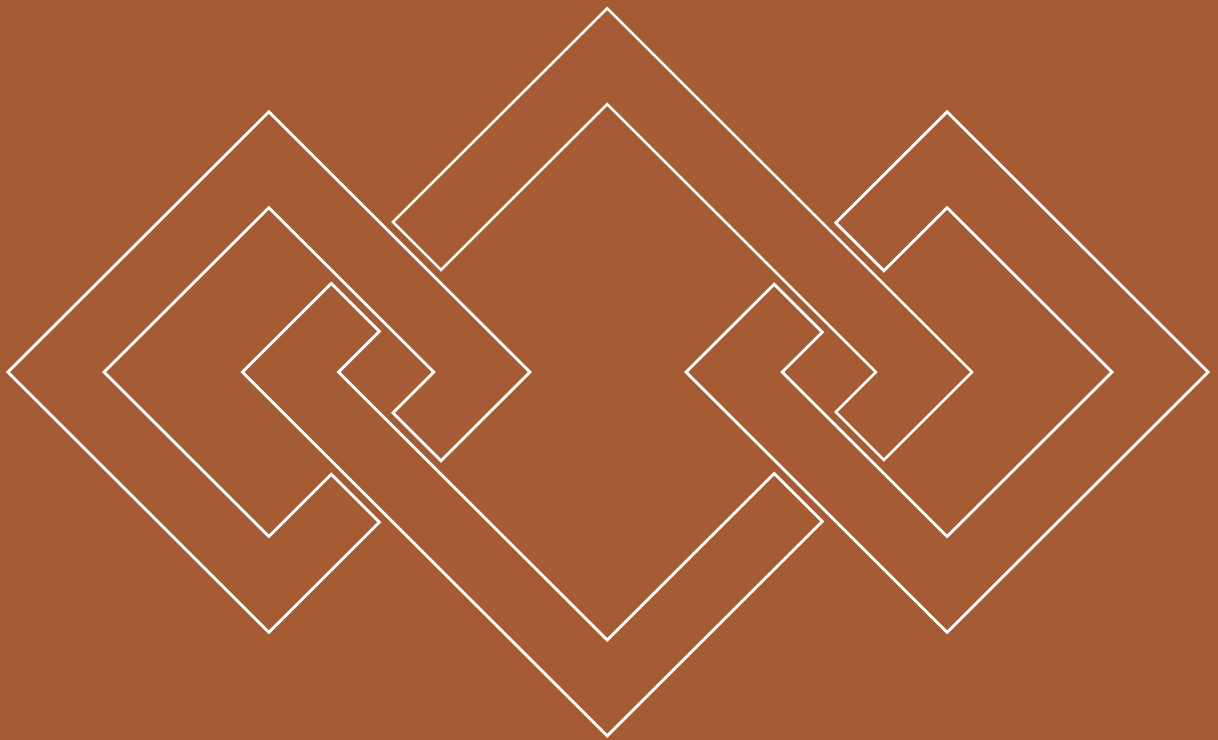


STATIONERY ITEMS



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SOCIAL MEDIA



FACEBOOK



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YOUTUBE



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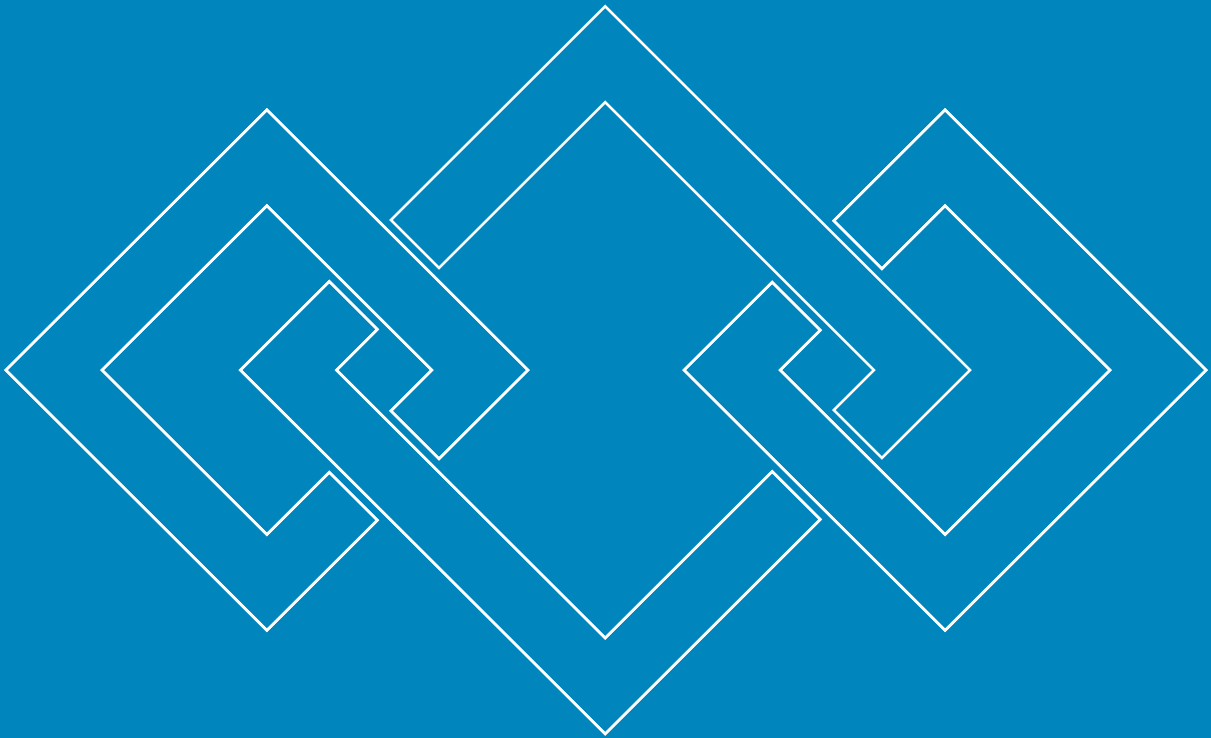
VACATIONAL COURSES

15% OFF



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CREDITS



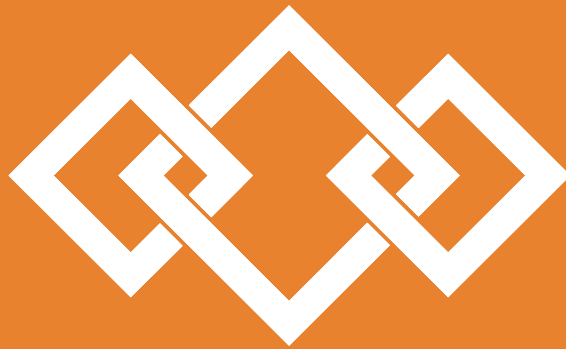
CREATE BY

This expanded manual was created as a part of the marketing strategy proposed for Amesgroup Brand.

Its purpose is to enhance and allow the brand to be appreciated and communicated with its full potential.

Extended Brand manual created by
(Magda Jimenez, Juan C. Mora, Michael Murillo)





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