

LOGO & BRAND GUIDE

DEVELOPED FOR

Live in Ames



PRIMARY LOGOS

The logo should be used in one of the two primary layouts: vertical or horizontal. If necessary, the alternate logo may be used.

If the tagline, "Opportunity Awaits," becomes too small to be legible, it may be removed for clarity.

Primary Logo – Vertical



Primary Logo – Horizontal



Alternate Logo – Horizontal



REVERSE COLOR LOGO

When placing the logo on dark or colored backgrounds, use a white or partially white version to ensure visibility and contrast

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AMES

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SINGLE-COLOR LOGO OPTIONS

A single-color version of the logo, using one shade of the primary logo colors, black, or white, may be used in instances where the full-color logo would render poorly—such as in black-and-white print or on busy, multicolor backgrounds.

Do not use colors outside of the brand palette.

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WHITE-SPACE

In all cases, allow ample white-space around logo.



MINIMUM SIZE

To maintain readability of the logo, please follow the guidelines for minimum size on both print and digital applications. All elements of the logo should always be readable.



1.25" or 150px



2" or 200px

COLOR PALETTE

Primary colors should be used as the main colors for typography and design elements.

You may use shade or tints of the brand colors when additional colors are needed.

AREA BLUE	ACCENT BLUE	PINK	ORANGE	MAROON	LIGHT BLUE
#24386D RGB(36, 56, 109)	#2EB5DE RGB(46, 181, 222)	#E03589 RGB(224, 53, 137)	#ECA521 RGB(236, 165, 33)	#711943 RGB(113, 25, 67)	#C8EAF3 RGB(200, 234, 243)

TYPOGRAPHY

Font-size should always remain readable. In general, a minimum size of 9px is recommended.

Line-height of the typography should also be considered to keep text easily legible.

HEADINGS:

SINK (regular)

SINK is the font used in the logo words “Live In” and is the primary font used in headings and subheadings across the website. In most cases, the headings can be all caps, unless readability becomes an issue, when regular sentence-case can be used.

BODY TEXT:

Inter Tight

Inter Tight (regular) is the font used for the primary body copy on the website and branding materials and should match the body copy of the primary Ames Regional Economic Alliance branding.

The tagline in the logo also uses Inter Tight font in Bold and uppercase letters.

ALTERNATE LOGOS AND VARIOUS LOGOMARKS

This page consists of alternate logos that may be used (Work and Play in Ames) as well as other various logo marks that can be used in branding materials.

Design elements should incorporate rounded corners for a modern and approachable feel. Layouts should be clean, professional, and visually bright while maintaining a sense of fun and vibrancy, reflecting the vibrant energy of life in Ames.

PLAY ^{IN} **AMES**

PLAY ^{IN} **AMES**

WORK ^{IN} **AMES**

WORK ^{IN} **AMES**

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