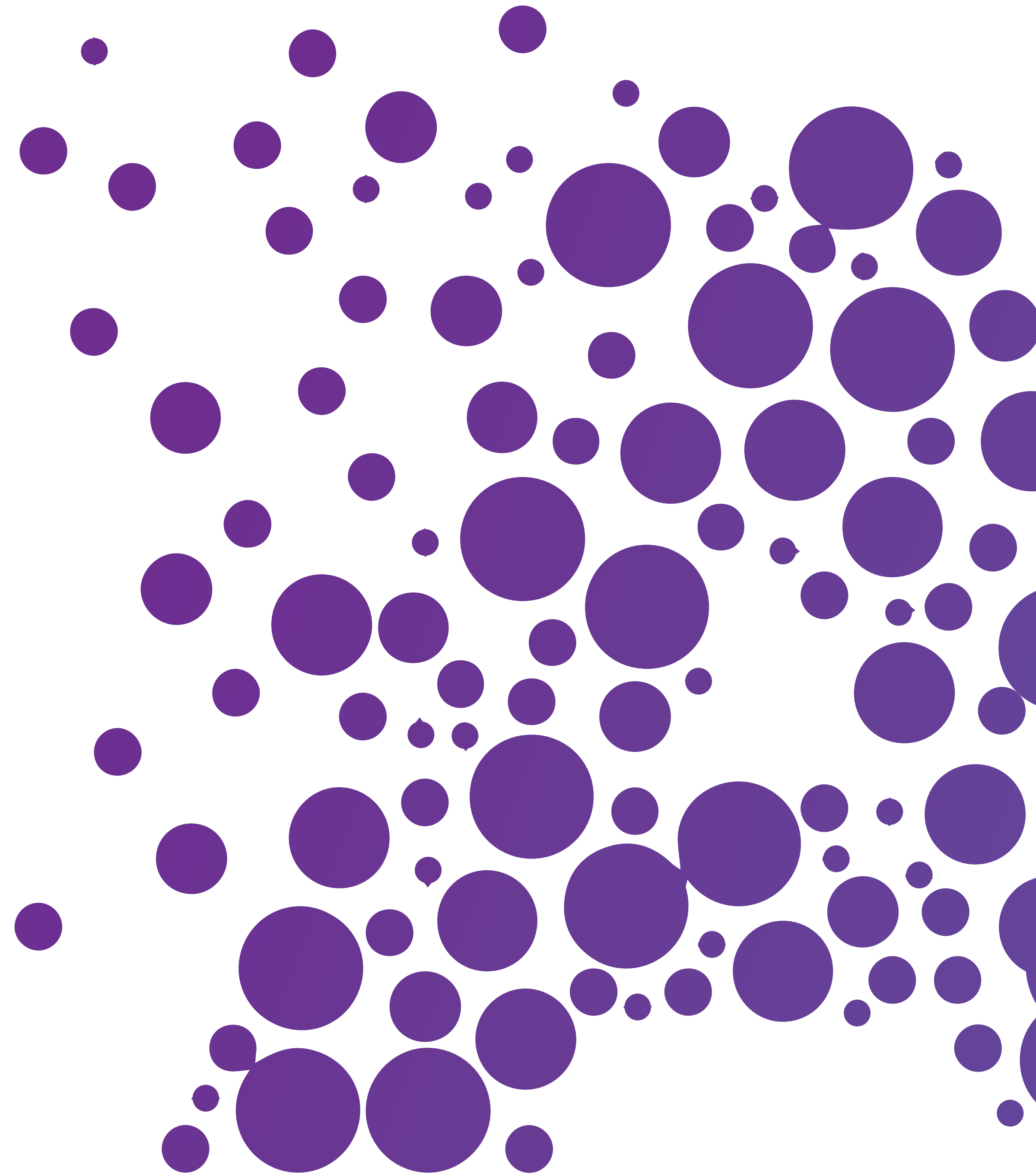


AMPLIFY

BRAND GUIDELINES

October 2024





Phygital solutions for the cultural and creative industries



AMPLIFY

USE IN DARK/COLOURED BACKGROUND



COLOURS

#5E3B97
R94 G59 B151
C78 M93 Y0 K0

#4751A3
R71 G81 B163
C84 M79 Y0 K0

#107DC0
R16 G125 B192
C84 M44 Y0 K0

10%

30%

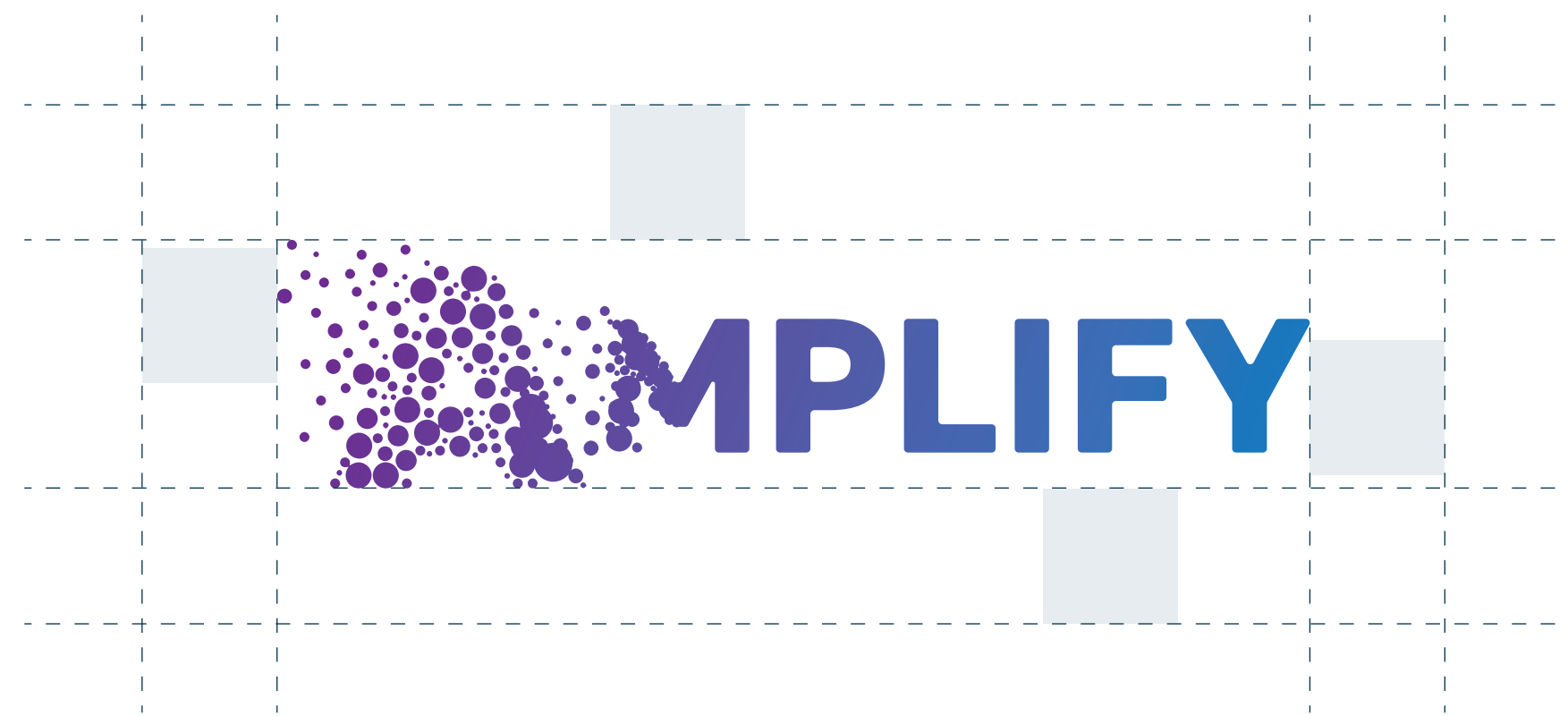
10%

30%

10%

30%





The height of the letters defines
the ideal space around the logotype

Golos Text
for printed and digital
visual materials

Available for free
fonts.google.com

Arial
if Golos Text is not available

Available for free
apps.microsoft.com

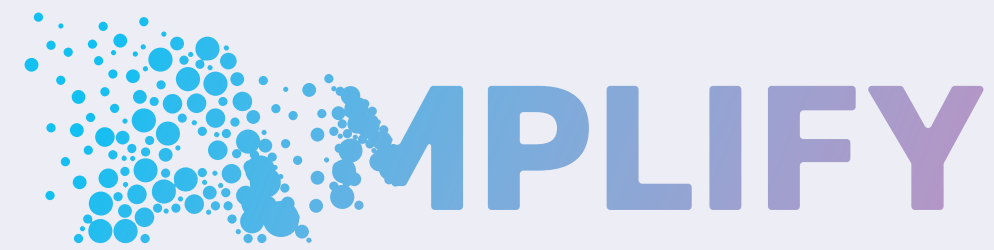


Phygital solutions for the cultural and creative industries

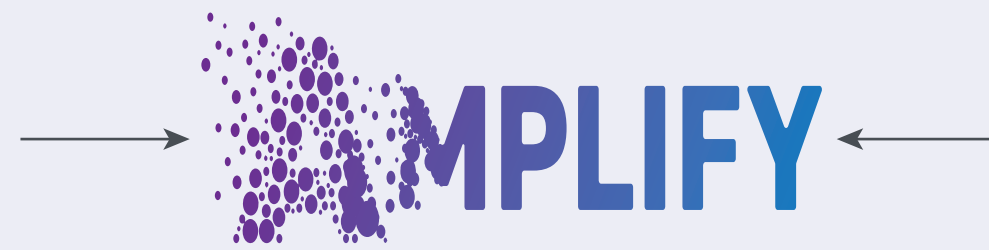


30mm
minimum width

Applying
new colors



Distorting
the proportion



Rotating
for special effect





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Available formats
for printing: eps.
All other types of use: png.

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