

A horizontal, textured teal brushstroke serves as a background for the company name and tagline.

AMBROSE-TAYLOR

d e s i g n & m a r k e t i n g

BRAND STYLE GUIDE

TABLE OF CONTENTS

BRAND OVERVIEW.....	2
PHOTO INSPIRATION.....	3
LOGOS.....	4
LOGO GUIDELINES.....	5
BRAND COLORS.....	6
TYPOGRAPHY.....	7
PRINT STANDARDS.....	8
DIGITAL STANDARDS.....	9
BRAND VOICE.....	10
OUR WORK.....	11
THANK YOU.....	12

BRAND OVERVIEW

OUR STORY

Started in 2018, Ambrose-Taylor Design and Marketing was created by a Clemson University graduate. Courtney Amick sought to cultivate a business that would provide comprehensive design and marketing services that are relevant, modern and emulate each customer's unique style. From creating invitations and collateral to branding and marketing, AT does it all.

MISSION STATEMENT

To assist customers in creating and promoting content that has the ability to inform, inspire and emotionally impact the world around us.

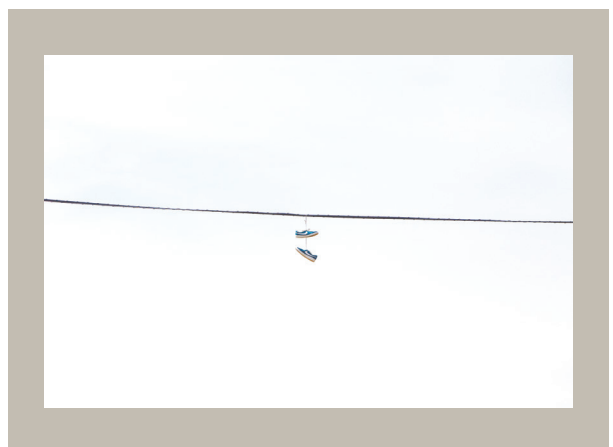
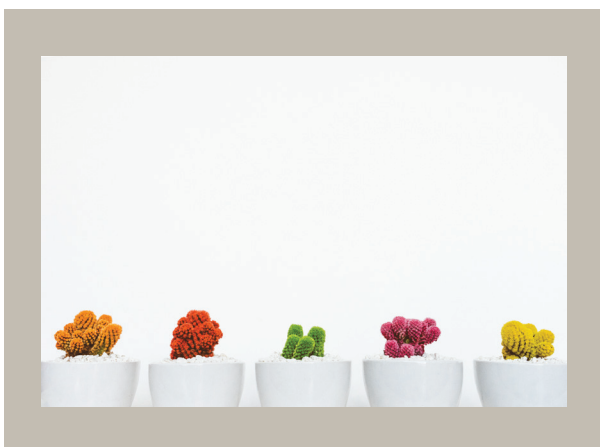
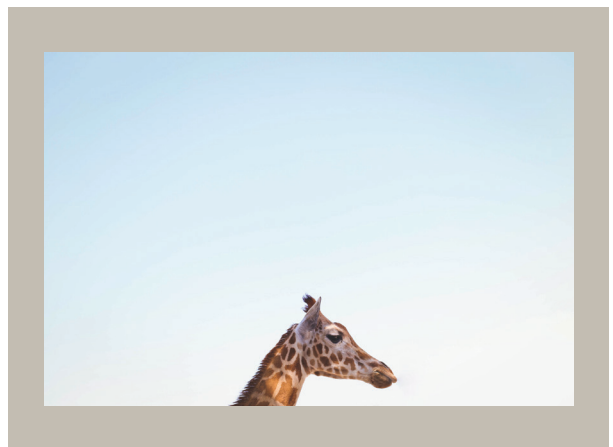
VISION STATEMENT

Five years from now, Ambrose-Taylor will be a top competitor in the design and marketing field, particularly in the Columbia, South Carolina area. This will be achieved by consistently providing quality, unique and effective content and collateral in a timely manner.

TARGET AUDIENCE

The target audience for the brand includes anyone who is in need of creative services, including but certainly not limited to content creation, logo design, branding and marketing. In particular, the aesthetic of the brand is targeted towards younger clients in the age range of 20-35.

PHOTO INSPIRATION



LOGOS

MAIN LOGO



AMBROSE-TAYLOR
design & marketing



AMBROSE-TAYLOR
design & marketing



AMBROSE-TAYLOR
design & marketing



AMBROSE-TAYLOR
design & marketing

ALTERNATIVE LOGO



GRAYSCALE LOGO



AMBROSE-TAYLOR
design & marketing

REVERSE LOGO



AMBROSE-TAYLOR
design & marketing



AMBROSE-TAYLOR
design & marketing



AMBROSE-TAYLOR
design & marketing



AMBROSE-TAYLOR
design & marketing

LOGO GUIDELINES

“Ambrose-Taylor” and “design and marketing” along with their dividing line must be the same color. No combination of colors is acceptable.



AMBROSE-TAYLOR
design & marketing

Correct



AMBROSE-TAYLOR
design & marketing

Incorrect



AMBROSE-TAYLOR
design & marketing

Correct



AMBROSE-TAYLOR
design & marketing

Incorrect

If the logo is printed in black and white, the background “swipe” must be printed in 20% K. No other tint is acceptable.

If the logo is printed on a background that renders the typography illegible, the typography may be printed in white.



AMBROSE-TAYLOR
design & marketing

Correct



ROSE-TAYLOR
gn & market

Incorrect



AT

Correct



AT

Incorrect



AT

Incorrect

The “splatter” behind the alternative logo must be 65% of the size of the typography.

BRAND COLORS

Primary logo color



PANTONE 621 C
C = 18.24
M = 3.12
Y = 14.91
K = 0

Complimentary
logo colors



PANTONE 427 C
C = 17.92
M = 12.19
Y = 12.67
K = 0



PANTONE 7429 C
C = 8.41
M = 29.72
Y = 7.86
K = 0



PANTONE 7528 C
C = 23.41
M = 23.85
Y = 29.98
K = 0

Logo typography color



PANTONE 425 C
C = 65.69
M = 55.84
Y = 52.86
K = 28.85

TYPOGRAPHY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789(!?&%\$.,;:)**

Century Gothic Bold - Uppercase Only

This font is utilized for headings in documents as well as in brand advertisements.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789(!?&%\$.,;:)*

Apple Chancery

This font is utilized for subheadings in documents as well as any formal documentation.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789(!?&%\$.,;:)

Minion Pro

This font is utilized for body text in documents.

PRINT STANDARDS

WATERMARKS

The alternative logo may be used as a watermark, the main logo may not.

POSTCARDS, NOTECARDS, BUSINESS CARDS

If, in the process of creating cards, it interferes with an aesthetically pleasing design to place the logo on the front, the main logo may be placed on the back of the card. If the logo must be placed on the front of a one-sided card, utilize the alternative logo.

ENVELOPES

Envelopes must include the return address on the flap of the envelope and should appear as follows:



Ambrose-Taylor Design and Marketing
1201 Main Street, Suite 100
Columbia, Sc 29201

SUBSTRATES

Branded correspondence is to be printed on Cougar Digital White Smooth 70 lb Text. Gloss text should not be used. For printing cards of any kind, Cougar Digital White Smooth 100 lb Cover should be used.

DIGITAL STANDARDS

EMAIL SIGNATURE

Email signatures for team members should appear as follows:

Courtney Amick
CEO, Ambrose-Taylor

AMBROSE-TAYLOR
design & marketing

1201 Main Street | Suite 100
Columbia, SC 29201
(803) 111-3248 ext. 11

WEBSITE COLORS

Colors utilized on the company website should stay within the brand color palette, with the exception of black and white. Pantone 621C should be the main color utilized. The hex codes for each brand color are as follows:

D1E0D7

D0D3D4

E2BCCB

C5B9AC

54585A

LOGO RECREATION

The company logo may not be created via scan and may not be modified. You must obtain the logo from an original, electronic file that is available upon valid request. Contact our team to obtain the logo you require.

BRAND VOICE

BRAND PERSONALITY

At Ambrose-Taylor, we ensure that you will receive a personalized and collaborative experience that will yield results for the branding and marketing of your company. We pride ourselves in creating authenticity and utilizing simple, contemporary and effective designs.

Youthful	Clean	Contemporary	Fresh
Authentic	Modern	Collaborative	Bright
Cheerful	Innovative	Homemade	Simple

EDITORIAL GUIDE

The Brand's Name

The entire formal name, Ambrose-Taylor Design and Marketing, must be used for a first reference in any editorial publications. After the first reference the abbreviation "AT" is acceptable for use.

Professional Titles

Capitalize titles preceding names; do not capitalize titles following names.

Example:

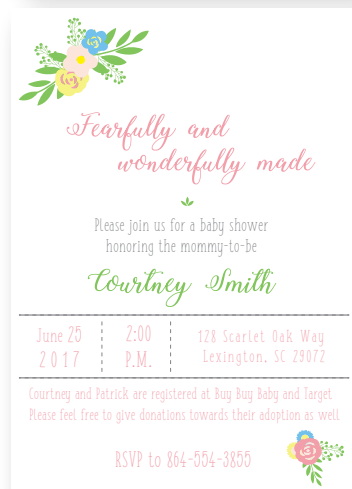
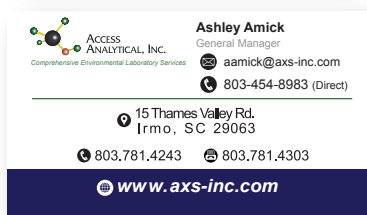
Ambrose-Taylor Founder Courtney Amick
Courtney Amick, founder of Ambrose-Taylor

Style

Communications should be clear, to-the-point and convey the positive and professional nature of the brand.

- Use a positive tone.
- Use simple sentence structure.
- Avoid using long blocks of text; instead use small paragraphs labeled with subheadings.
- Utilize graphics to both convey information and create visual interest.

OUR WORK



THANK YOU

Our brand comes from humble beginnings and without our loyal customers we would not be where we are today. We extend our most sincere gratitude to those who support us and believe in what we represent. We hope to serve our customers for many years to come and look forward to all of the new faces we will meet along the way. We hope you will stay the course with us through our journey. Every day is truly an adventure.

Thank you from the bottom of our hearts.

A handwritten signature in black ink that reads "Courtney Amick". The script is fluid and cursive, with the first letter of each name being capitalized and prominent.

Courtney Amick
Ambrose-Taylor Founder