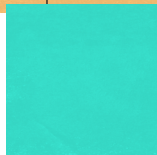# AHG

Brand Guidelines

December 26, 2022

LOGO
Variants & Usage

Both full color and grayscale versions of the logo include white text for use on dark colored backgrounds.

Grayscale logos should be used for any documents that will printed in black and white only. The grayscale version has been designed for clarity, and desaturating the color version will not be as clear.

Black and white logos have been provided for cases where there are no colors or a need for a binary image, such as engravings.

White logo available for use on full color images or elements in which the original logo would be illegible. Use sparingly.

All logo variants have a variety of file types available, depending on use. The table to the right has a rough breakdown of best uses for each file type.

EPS	Can be scaled infinitely without quality loss; good for any printer or manufacturer that asks for a vector file
PDF	Good for print documents
PNG	Best general use, mostly digital documents
SVG	Lightweight vector file for web designers

LOGO

Distorting or skewing the logo

Rearranging elements of the design or adding new ones

Changing colors or elements of logo

Adding a drop shadow

Have logo overlap on photographic or visual elements

COLORS

To the right are all of the colors used in AHG graphics and elements, with Hampton Gold serving as primary.

The Hampton Gold and In the Green may appear a little darker when working in CMYK and creating print documents.

The provided PMS colors are the closest approximate matches to the original hex colors.
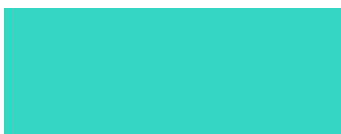
HAMPTON GOLD

PMS	1355 C
HEX	# ECB770
RGB	R.236 G.183 B.112
CMYK	C.7 M.29 Y.64 K.0

IN THE GREEN

PMS	333 C
HEX	# 36D6C3
RGB	R.54 G.214 B.195
CMYK	C.61 M.0 Y.34 K.0

ACQUISITION GREY

PMS	7529 C
HEX	# B7A99A
RGB	R.183 G.169 B.156
CMYK	C.30 M.30 Y.38 K.0

EXPENSIVE PLEATHER

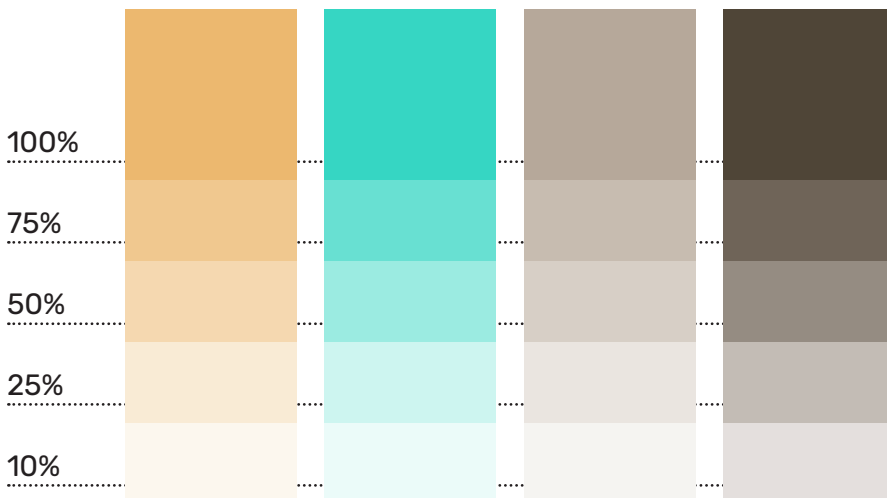| PMS	7554 C
HEX	# 504538
RGB	R.80 G.69 B.56
CMYK	C.57 M.58 Y.70 K.46

Tints are allowed for any smaller design elements in layouts and other text and web documents.

When creating smaller design elements, try to use full saturation colors.
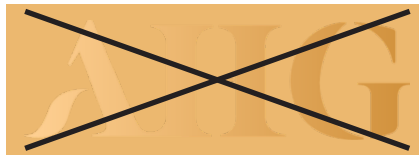
100%
75%
50%
25%
10%

COLOR DISTRIBUTION:
Gold, along with ample white space, are the most desired, with using the teal and black as accents or to draw focus.

ACCESSIBILITY

The logo should not be used on Hampton Gold, and should be used with caution on In The Green and Acquisition Grey. Expensive Pleather is great for use in almost all circumstances.

Sample chart of different color text and background combinations for reference.

POOR: Should not be used in any circumstances; legibility is too poor in both print and digital.

OKAY: Use with caution. May work in very large sizes or with a very heavy typeface weight or style.

GOOD: Works in many cases, but may suffer at small sizes or with thin typefaces.

GREAT: Works in almost every circumstance.

NOTE: When in doubt, test the graphic at size and in the right environment – drop in a web browser, print out document, etc.

OKAY CONTRAST	GREAT CONTRAST
POOR CONTRAST	
POOR CONTRAST	GREAT CONTRAST

OKAY CONTRAST	GREAT CONTRAST
POOR CONTRAST	POOR CONTRAST
	GREAT CONTRAST

GREAT CONTRAST	POOR CONTRAST
GOOD CONTRAST	GREAT CONTRAST
OKAY CONTRAST	

GREAT CONTRAST	GREAT CONTRAST
	OKAY CONTRAST
POOR CONTRAST	GOOD CONTRAST

GREAT CONTRAST	
GREAT CONTRAST	GREAT CONTRAST
OKAY CONTRAST	POOR CONTRAST

FONTS

HANUMAN BOLD

Use for section headers, titles, and when using type as a design element.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

HANUMAN REGULAR

Use for section headers, subtitles, secondary titles. Stylistic pull quotes will work as well. Should be smaller than Hanuman Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

RUBIK SEMIBOLD ITALIC

Used for highlighting important body text, pull quotes, subheadings; should be larger than the body text, with leading twice that of the body.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

RUBIK REGULAR

Use for body text throughout all documents. Smallest size, but never smaller than 10pt in print and 12pt in web.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

For most standard sized print documents, an easy set of sizes have been provided below.

These standards aren't rigid, and can be scaled slightly up or down to fit the space, as long as the sizes are consistent across the document.

HANUMAN BOLD - 95PT

Titles

HANUMAN REGULAR - 55PT

Sub-Titles

RUBIK SEMIBOLD ITALIC - 16PT

Text opening, body text highlights, pull quotes, other specialized text

RUBIK REGULAR - 11PT

Use for body text throughout all documents. Smallest size, but never smaller than 9pt in print and 12pt in web

RUBIK ITALIC - 9PT

Photo quotes and descriptions, captions, footers, and other small notations

GRAPHICS

Photo Treatments & Textures

When creating monochrome colored photos, please use the Photoshop layer blending mode "Color". Adjusting photo levels may help with contrast and details.

Using unaltered full color photos is fine, but adding a soft filter to them helps unify layout designs. Adding a white layer on top set to 10% opacity is a quick way to achieve this.

High res files of different ink textures in the company colors and muted tones are available.

If you want a lighter tint, please create a new texture instead of lowering opacity, to preserve texture detail.

If you need a specific color, the original texture files are available. Files were created in Photoshop:
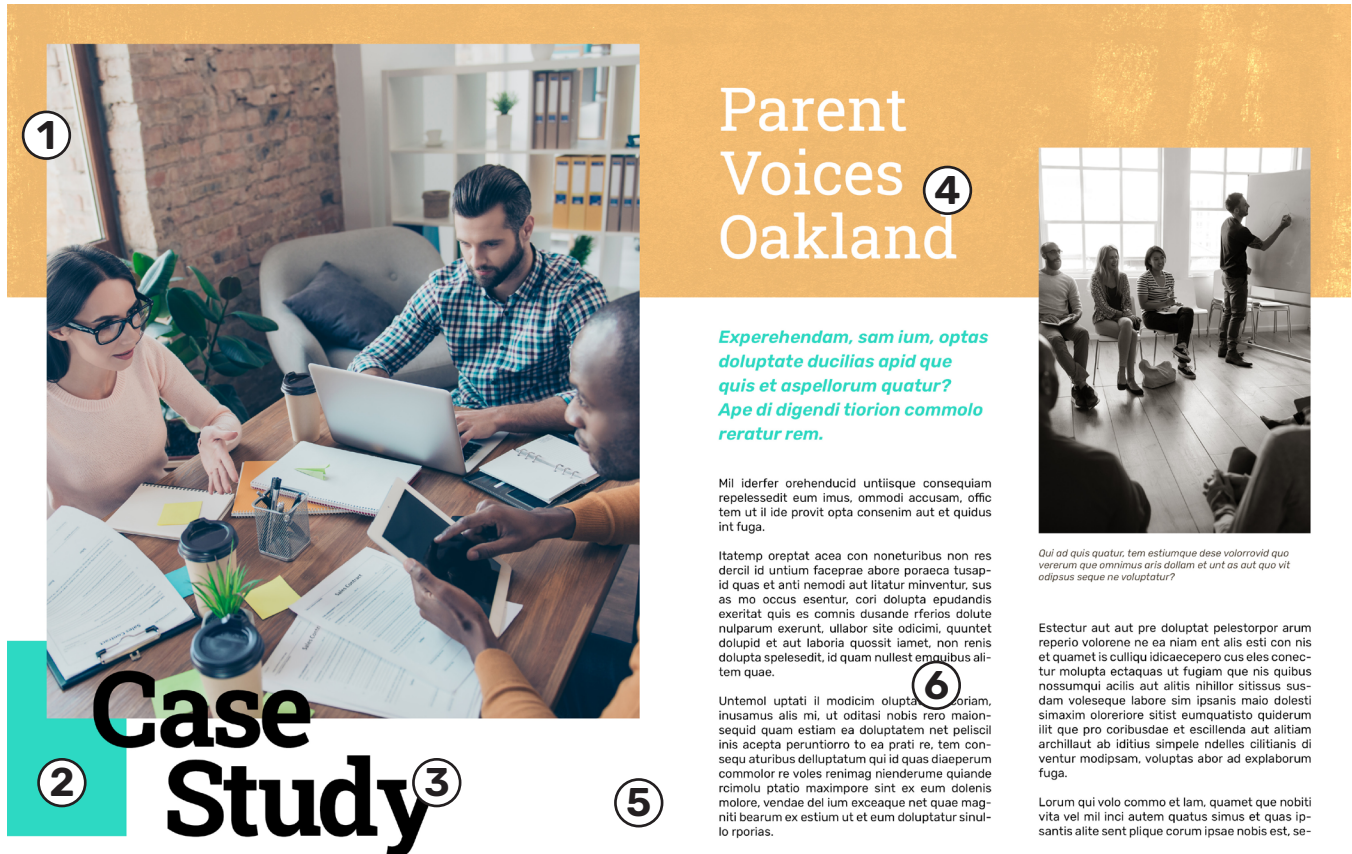
LOWER LAYER: Chosen color, full saturation

UPPER LAYER: Texture, layer blending mode set to "Color Dodge"

LAYOUT

Parent Voices Oakland

Experehendam, sam ium, optas doluptate ducilias apid que quis et aspellorum quatur? Ape di digendi tiorion commolo reratur rem.

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Case Study

1 Large photo elements, slightly softened, with generous margins.

2 The teal color is used in a limited fashion, used to draw interest and highlight important text.

3 Large and bold text, often in black, placed partly on graphic elements and photos. Keep an eye on descenders!

4 Sub headers given plenty of breathing room. Be careful with the thin typeface on photos and complex backgrounds.

5 Don't be afraid of leaving in white space! Gives body text space to breathe, while creating a sense of elegance.

6 Body text can be perfect justified to create clean lines and columns, but please be wary of large gaps.

When in doubt, use left justify.

LAYOUT

MAKE YOUR VOICE HEARD!

Political Design Strategy for the Left of Us

AHG

Fuck This Shit

We Don't Want Them Either

AHG

MEDIA MADE BOLD

If This Tag Was Any Pithier, It'd Be A Helmet

AHG