

# ACTIVE MARION PROJECT

VISUAL BRAND GUIDELINES



AMP

# JOIN THE MOVEMENT

WHAT IS AMP? AMP IS MOVEMENT—AND **A** MOVEMENT.

Active Marion Project (AMP) is a challenge to residents of Marion County to get up and running (or walking) towards a more active lifestyle. AMP is energetic, inspiring and fun. It is not aggressive, disapproving or judgmental. Through community and workplace initiatives, fun challenges and events and free diet and exercise tips, AMP aims to motivate the community to become healthier, together.

## LOGO

The AMP logo is the identifying mark for all communications from our brand. The mark comes in two versions, depending on the application of use. The BLACK version should be used in applications with a dark or busy background. The WHITE version can be used in applications with simple, light colored backgrounds.



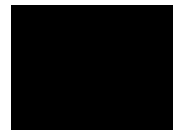
BLACK



WHITE

## COLORS + GRADIENTS

The AMP brand is energetic, with a colorful palette to support that theme. Black and white should be used as primary background colors with solid colors used as accents. Gradient swatches should be used in color overlay applications only.



CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000



CMYK: 15, 15, 15, 15  
RGB: 15, 15, 15  
HEX: #456456



CMYK: 15, 15, 15, 15  
RGB: 15, 15, 15  
HEX: #456456



CMYK: 15, 15, 15, 15  
RGB: 15, 15, 15  
HEX: #456456



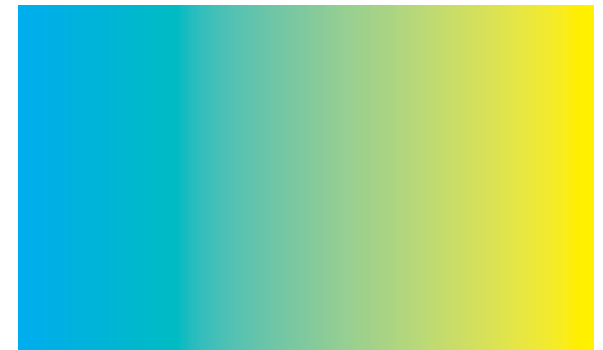
CMYK: 15, 15, 15, 15  
RGB: 15, 15, 15  
HEX: #456456



CMYK: 15, 15, 15, 15  
RGB: 15, 15, 15  
HEX: #456456

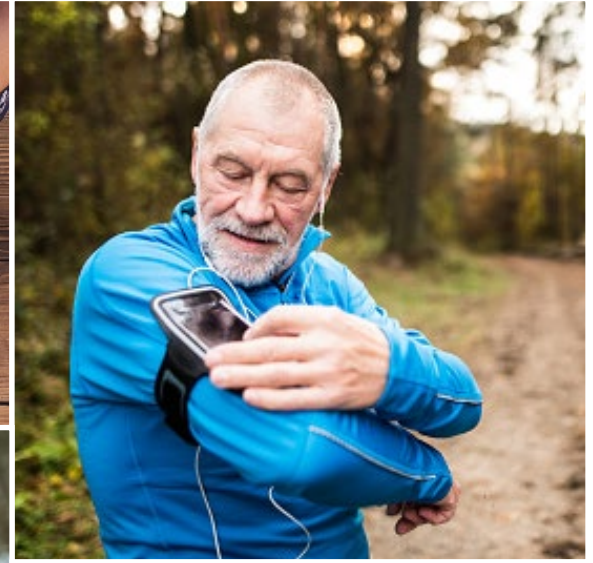


CMYK: 15, 15, 15, 15  
RGB: 15, 15, 15  
HEX: #456456



## IMAGERY

Our imagery is active, vibrant and real. Subjects should feel authentic and include a variety of ethnicity and age to represent the broad user base of our app.



## TYPOGRAPHY

The primary typeface for our brand is DIN Bold and Regular. Large headlines should utilize DIN Bold while secondary headlines can use DIN Regular set to a +75 letter spacing. Long-form body copy smaller than 18pt should use Helvetica Neue Light. Audiowide is the official AMP mark typeface and should only be used in select applications when referencing the AMP brand.

### DIN BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

### DIN REGULAR | +75 LETTER SPACING

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### Helvetica Neue Light

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

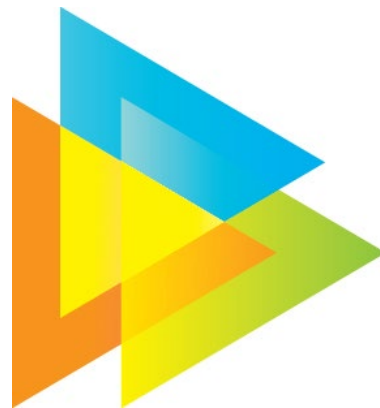
### Audiowide

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

## DESIGN ELEMENTS

There are a variety of design elements available in our brand library. To emphasize the active nature of our brand we have two unique versions of our brand arrows for use. The Overlap version of the arrows can be used as an image color overlay and container, while the Pattern version should be used as a secondary design accent.

ARROWS - **OVERLAP**



ARROWS - **PATTERN**



## DESIGN ELEMENTS

For full bleed images we have the option to apply a gradient color overlay from our swatch library. The logo + phone treatment should be used in conjunction with download focused creative to further emphasize that our primary customer touchpoint is through our app.

GRADIENT OVERLAY



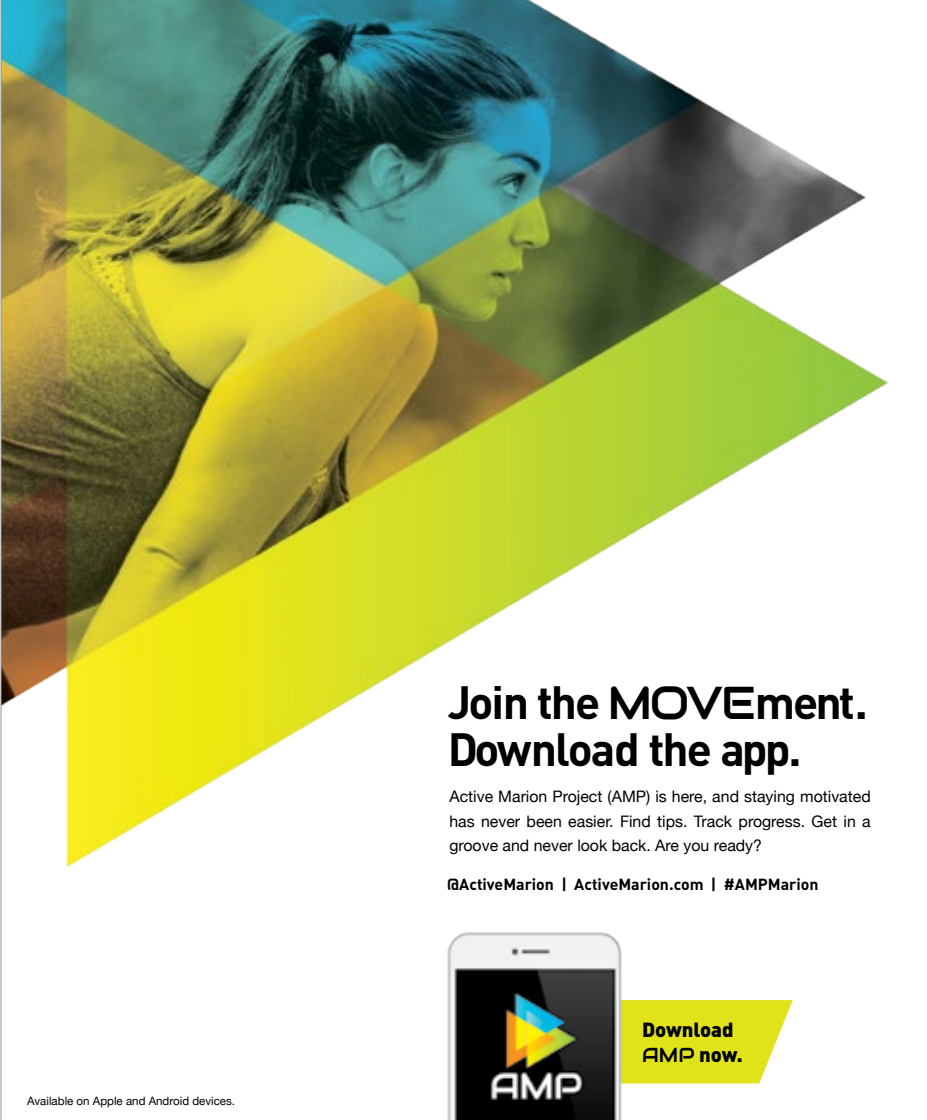
LOGO + PHONE





## PRINT SAMPLE

Our launch creative was focused on introducing brand elements in an impactful way. The arrow overlap was used as a container for our photography, while our primary messaging revolved around program education and driving app downloads



**Join the MOVEment.  
Download the app.**

Active Marion Project (AMP) is here, and staying motivated has never been easier. Find tips. Track progress. Get in a groove and never look back. Are you ready?

@ActiveMarion | ActiveMarion.com | #AMPMarion

Available on Apple and Android devices.

**Download  
AMP now.**

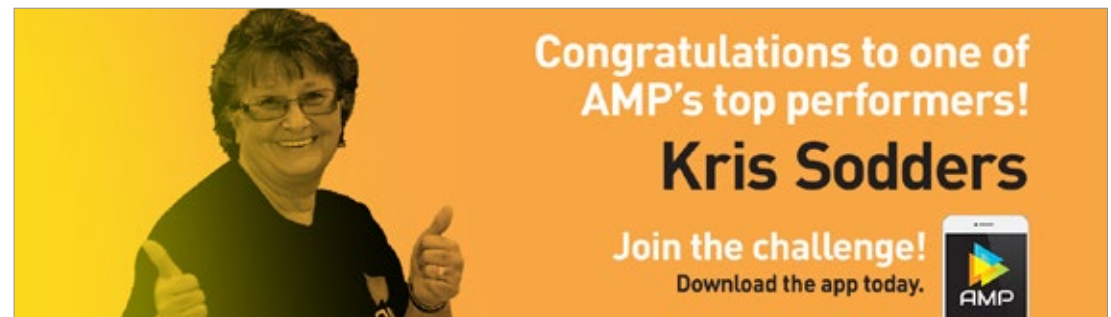
## OUTDOOR SAMPLES

The samples on this page showcase the evolution of the AMP brand. From our launch phase that introduced the brand and pushed for app downloads, to the introduction of more saturated colors and additional design elements for phase 2. All creative moving forward should follow design direction from Mayor's Challenge and Refresh - Phase 2 from this page.

### LAUNCH - PHASE 1



### MAYOR'S CHALLENGE



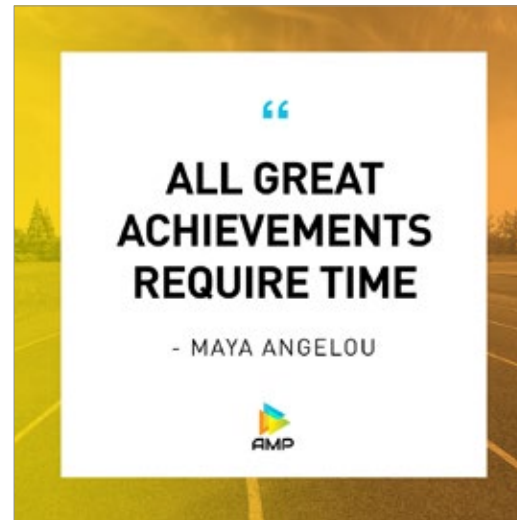
### REFRESH - PHASE 2



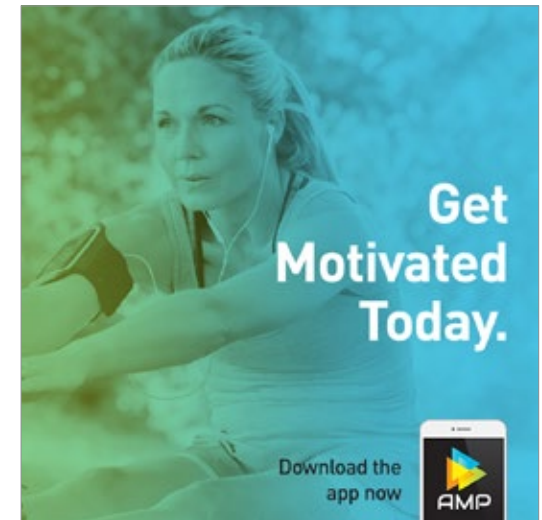
## SOCIAL SAMPLES

A large portion of our brand conversation will happen via social media platforms. Our primary formats are provided on this page as examples of how to keep within brand guidelines, display information in a format that is most appropriate for the content and continue to keep things fresh.

QUOTE



LIMITED TEXT PROMO



HEAVY TEXT PROMO



IMAGE ONLY



**BRAND GUIDELINES BY**

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