

# AMGF “Measure Up, Pressure Down” Campaign

## Basic Style Guide

### LOGO

2-Color, With Tagline



2-Color, Without Tagline



1-Color Black



Reversed



Grayscale



### COLOR PALETTE

Primary



PMS 187  
CO M100 Y79 K20



PMS 185  
CO M91 Y76 K0

### TYPOGRAPHY

Sans Serif – National

National Light  
National Regular  
**National Bold**  
**National Black**