

Analytics & Insights Matter, LLC Brand Guidelines & Style Guide

July 2018

Brand development assets produced by Summit Media Design, LLC

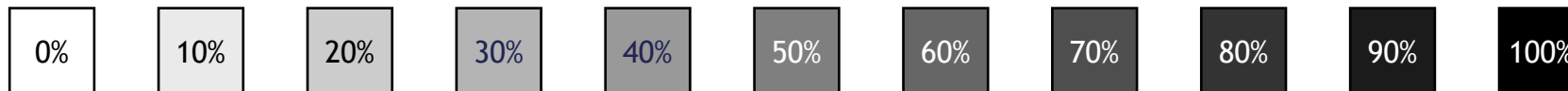


Official Brand Logo

For use on background colors up to 40% color density



For use on background colors with over 40% color density



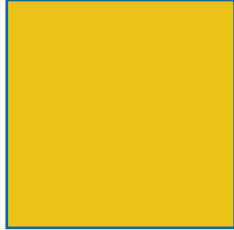


Logo Elements for Use as Design Objects





Primary Color Palette



Bullseye Yellow:

RGB:

234-194-24

CMYK:

10%-21%-100%-0%

Hex:

#eac218

Pantone:

7406 C



Bullseye Blue:

RGB:

28-140-209

CMYK:

78%-34%-0%-0%

Hex:

#1c8cd1

Pantone:

Process Blue C



Bullseye Orange:

RGB:

224-103-20

CMYK:

8%-72%-100%-1%

Hex:

#e06714

Pantone:

717 C



Black:

RGB:

0-0-0

CMYK:

75%-68%-67%-90%

Hex:

#000000

Pantone:

Black 6 C



Slide Text Black:

RGB:

60-60-60

CMYK:

68%-62%-60%-50%

Hex:

3c3c3c



Secondary Color Palette



Bullseye Yellow:
 RGB: 234-194-24
 CMYK: 10%-21%-100%-0%
 Hex: #eac218
 Pantone: 7406 C



Bullseye Blue:
 RGB: 28-140-209
 CMYK: 78%-34%-0%-0%
 Hex: #1c8cd1
 Pantone: Process Blue C



Bullseye Orange:
 RGB: 224-103-20
 CMYK: 8%-72%-100%-1%
 Hex: #e06714
 Pantone: 717 C



Black:
 RGB: 0-0-0
 CMYK: 75%-68%-67%-90%
 Hex: #000000
 Pantone: Black 6 C



Slide Text Black:
 RGB: 60-60-60
 CMYK: 68%-62%-60%-50%
 Hex: #3c3c3c



Dark Orange:
 RGB: 173-52-24
 CMYK: 22%-91%-100%-15%
 Hex: #ad3418
 Pantone: 484 C



Medium Blue:
 RGB: 20-82-111
 CMYK: 94%-63%-38%-19%
 Hex: #14526f
 Pantone: 3025 C



Dark Blue:
 RGB: 33-37-83
 CMYK: 98%-94%-37%-34%
 Hex: #212553
 Pantone: 533 C



Dark Yellow:
 RGB: 187-125-47
 CMYK: 24%-53%-97%-6%
 Hex: #bb7d2f
 Pantone: 7572 C



Gray:
 RGB: 127-127-127
 CMYK: 52%-43%-43%-8%
 Hex: #7f7f7f
 Pantone: Cool Gray 9 C



Medium Olive:
 RGB: 109-132-78
 CMYK: 60%-32%-82%-13%
 Hex: #6d844e
 Pantone: 7748 C



Dark Olive:
 RGB: 60-68-7
 CMYK: 66%-51%-100%-51%
 Hex: #3c4407
 Pantone: 5747 C



Font Family - Trebuchet MS

Trebuchet is a standard PC font that is automatically installed with the Microsoft Windows OS and Microsoft Office MAC/PC. Its use ensures that presentations and documents maintain their overall design layout without defaulting to a non-formatted font, thereby altering the presentation.

- Trebuchet Normal
- Trebuchet Bold
- *Trebuchet Bold Italic*
- *Trebuchet Italic*

AIM Email Signature Templates

Horizontal Signature



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Vertical Signature



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AIM Business Card Templates



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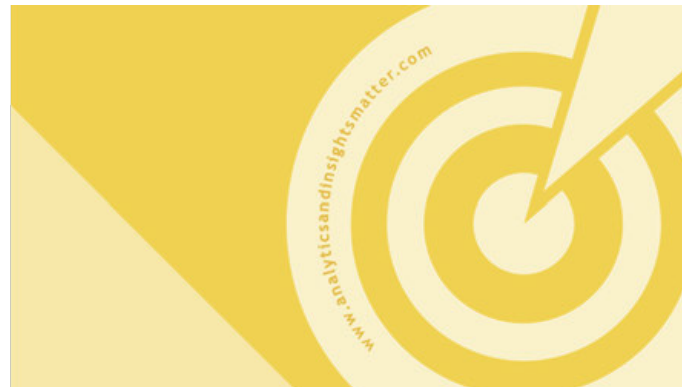


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Title Page Masthead

Trebuchet Bold: 36pt - Slide Text Black

Sub Text - Trebuchet Normal: 22pt - AIM Bullseye Blue



Content Page Masthead

Trebuchet Bold Italic: 32pt - Slide Text Black

Single Line Masthead Position:

Horizontal: 1.3" | Vertical: .3"

Double Line Masthead Position:

Horizontal: 1.3" | Vertical: .5"

Master Title Page Choices





Word Letterhead

This image shows the first page of a word letterhead template. The top header is a yellow banner with the AIM logo on the left and the text "Proposal for Services" on the right. The main body of the page is white and mostly blank. At the bottom, there is a thin blue horizontal line above the footer text.

AIM
Analytics & Insights Matter

Proposal for Services

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This image shows the second page of a word letterhead template. The top header is white with the text "Proposal for Services" centered. A thin blue horizontal line is positioned below the header. The main body of the page is white and mostly blank. At the bottom, there is a thin blue horizontal line above the footer text.

Proposal for Services

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Website

AIM
Analytics & Insights Matter

HOME APPROACH SERVICES ABOUT CONTACT

Analytics Driven Insights.

Discover with precision and confidence the best actions to take that will improve your customers' experience and your business performance.

[LET'S GET STARTED ▶](#)

At AIM we base our insights and guidance on our extensive cross-industry business consulting experience, and by applying leading edge analytic approaches that allow us to gain insights from your employee, operational, customer and other relevant data.

