



ALLIED MEDIA
CONFERENCE

June 25-28, 2020
Detroit, MI

AMC2020
Visual
Identity
Guide



ABOUT THIS GUIDE

WELCOME !

This Visual Identity Guide was created to support you in making your own AMC2020 outreach materials using the AMC2020 Kit of Parts.

This guide is meant for people who are newer to graphic design, as well as professional graphic designers. This symbol: * will indicate methods that are more advanced.

For best results, it will be very helpful to have some knowledge of:

- Design and/or presentation software (e.g. Photoshop, Canva, Powerpoint)
- Installing and working with fonts
- File formats (.png, .jpg, .pdf)
- High res vs. low res images



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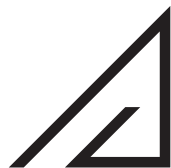
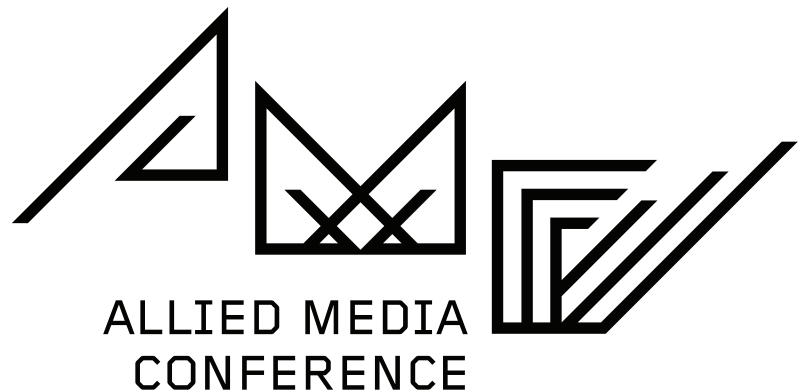
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ABOUT THE AMC'S NEW LOGO

The post-Chrysalis logo

In late 2019, the Allied Media Conference emerged from its Year in Chrysalis (read more about that at www.alliedmedia.org/news/2018/09/14/chrysalis-year).

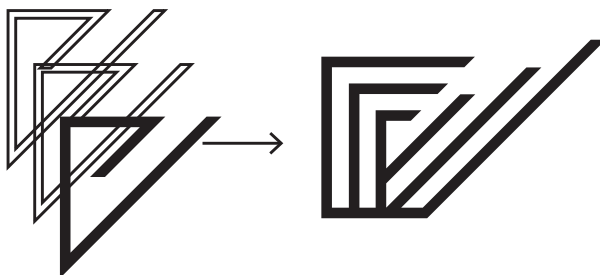
Both the conference and the logo bear a new shape, but carry forward the wisdom gained over twenty years of convening.



1. CREATE



2. CONNECT



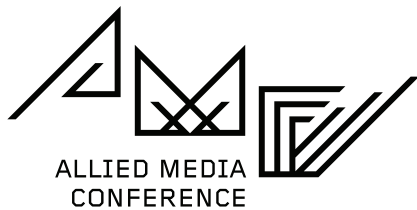
3. TRANSFORM

Logo construction: Create, connect, transform

For many years, the AMC's rallying call has been to **"create, connect, transform."** This was the inspiration for the new logo, which uses bold lines to construct custom letterforms that remix themselves into dynamic new shapes.

Create is represented by the A, **Connect** brings together two A's to form an M, and **Transform** reinterprets three A's, resulting in a C.

LOGO VERSIONS & USAGE



AMC Logo

- Use for communications that are not specific to AMC2020; or
- Use when the date & location info for the 2020 version (below) would be illegible. Be sure to include the date and location info elsewhere.
- Use the color option that has the most contrast against the background



AMC Logo: 2020 Version

- Use for communications that are specific to AMC2020
- Use the color option that has the most contrast against the background
- *You'll notice that the A, M, and C are often used as separate graphic elements in the 2020 look and feel. If you choose to employ this approach, please ensure that the date and location information appears somewhere on your design.

AMC2020 LOOK AND FEEL



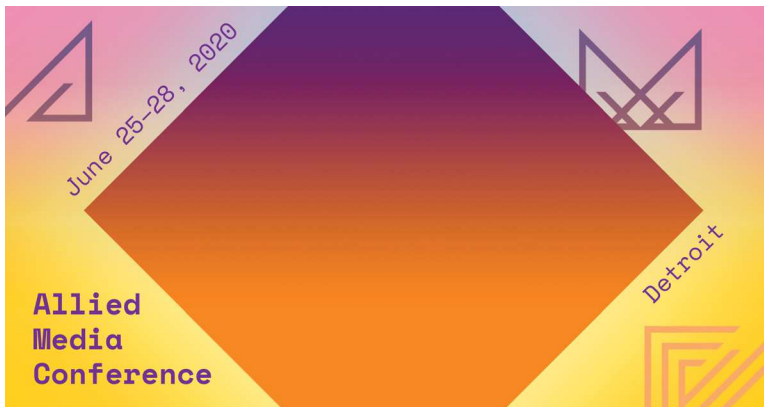
Interdimensional Collage

AMC2020's look and feel originates from aspects of the AMC itself. The **objects** are bits of media made at or brought to the conference; the twisting tubes (which we'll call **magic**) are drawn using samples from photos of events, sessions, and even participants' jewelry; the **portals** speak to the ways that the content and experience of the AMC transports and transforms.

These elements are collaged together with an interdimensional energy and pulsating colors, melding together fantasy and reality. The 2020 look and feel says that we are building the world we need, here and now, using skills, tools, and resources already within our reach.

READY-TO-USE TEMPLATES

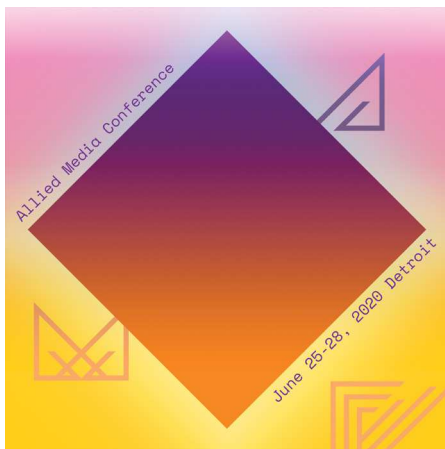
See the
Templates
folder



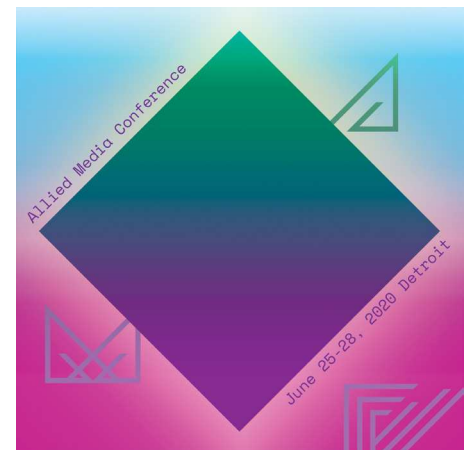
In the AMC2020 Visual Kit of Parts, you'll find a folder called Templates. These are ready-to-use design files for social media and posters. Just add your own text using your favorite graphics program, and you're ready to go.

We have provided the templates in 4 color options. You can pick which ever works for you, and you can also adjust the colors yourself if you know how.

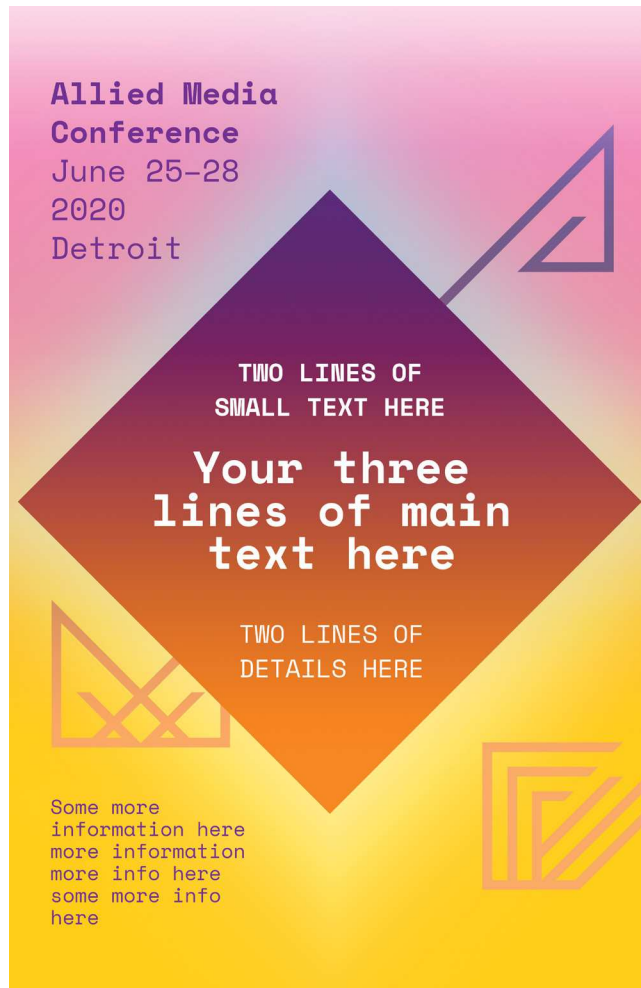
Just make sure there is good contrast between the different elements so everything is easy to read.



Color Options



CUSTOMIZING THE TEMPLATES

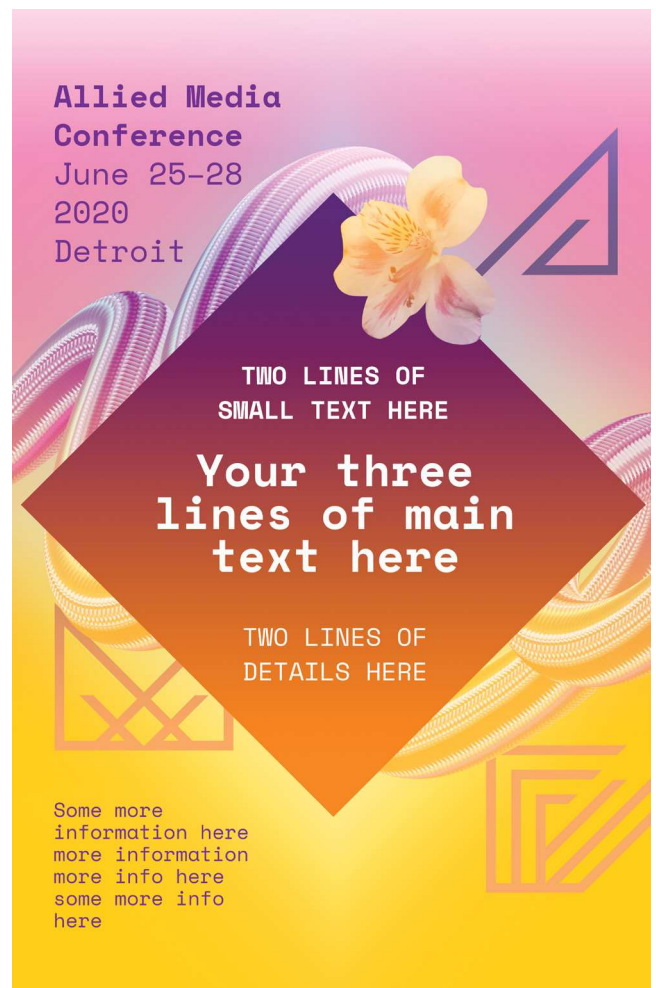


Beginner

The easiest thing to do is just add text to the templates. Make sure that any text inside the portal (the diamond shape) is centered.

Advanced*

If you have more advanced experience with graphics, you can add magic elements and objects to your customized template. You can also create new layouts from scratch (see page 12, Putting it all together).



TYPOGRAPHY

The AMC uses two font families, Space Mono and Overpass. Space Mono should be used for headings and to add visual interest. Overpass should be used for larger blocks of text (“body copy”).

Both font families are open source and available through Google Fonts. This means there is no charge to use them, and that they can also be used in Google Docs and Google Slides.

THIS IS A MAIN HEADING (H1)

H1, SPACE MONO BOLD, ALL CAPS

This is a subheading (H2)

H2, SPACE MONO BOLD, UPPER & LOWER CASE

THIS IS TEXT FOR DETAILS AND CALLOUTS (H3)

H3, SPACE MONO REGULAR, ALL CAPS

This is a block of text Facitatem hillaborest, id quaerep udantianihil magnis simpos repraee voliorit ut quo et utatur accus. Derundam, ini autat lam am fugitis dolorestias dicieni hiciunto temporp orepremosam sit et is rem expedi dolute et voluptas dessunt. Doluptatquis enis aboris asin parum quideri dolupta tendita tiisim quatur aut la quiae natiis et odis net qui doloribus.

BODY COPY, OVERPASS REGULAR, UPPER & LOWER CASE

COLOR PALETTE

See the
Gradients
folder

Background Gradient



GRADIENT STOPS*



BLUSH

#F6A8C3

0 42 4 0



PINK

#F48D9E

0 56 20 0



ORANGE

#FDB51A

0 32 98 0

The background layer of each piece is a gradient. The gradient is available as a file, but *you can also construct it yourself using the gradient stop details above.

GRADIENT / BACKGROUND
(AVAILABLE AS A FILE)

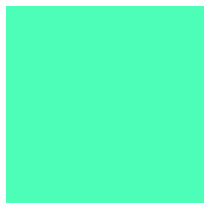
Text Colors



PURPLE

#55167F

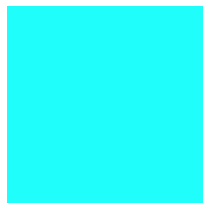
82 100 16 4



TURQUOISE

#4EFEB9

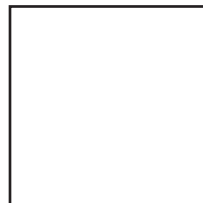
38 0 36 0



AQUA

#20FEFB

68 0 19 0



WHITE

#FFFFFF

0 0 0 0



BLACK

#000000

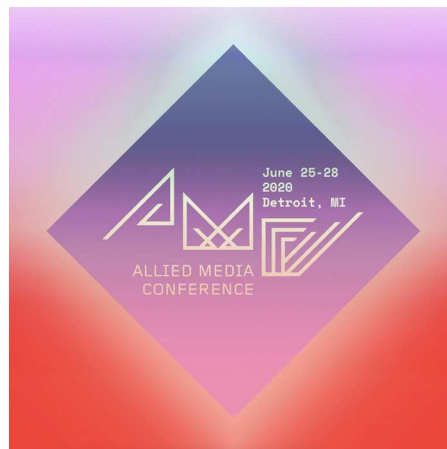
0 0 0 100

The main colors used for text are purple, turquoise, aqua, white, and black. Be sure to select a color that has excellent contrast against the background. Too much contrast, however, will cause the colors to “vibrate” against each other – avoid this, as it makes reading difficult.

COLOR SHIFTING*

AMC2020's color palette is fluid. Feel free to adjust the hue slider on your design for variety, or to incorporate your organization's key brand color. Just make sure that there is good contrast between the different elements, so everything remains visible and legible.

To see an example of this hue shifting in motion, visit www.instagram.com/p/B43EEZNA58c/ to see the AMC logo animation (stills below).

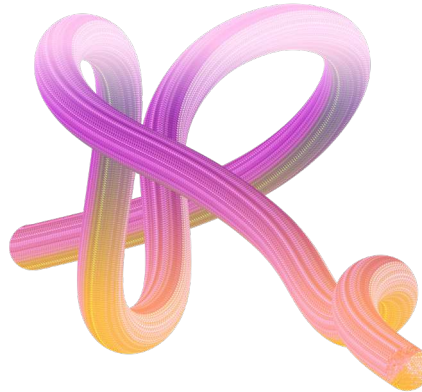


AMC2020 GRAPHIC ELEMENTS

See the
Graphic
Elements
folder



Portals



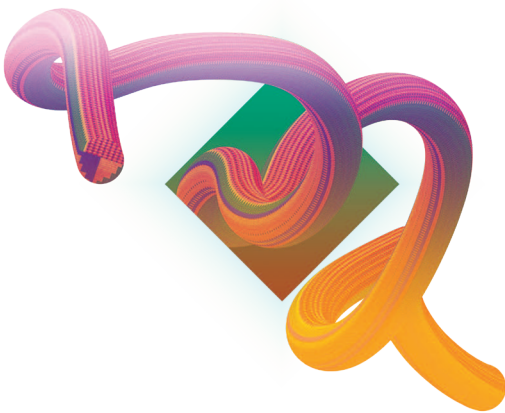
Magic

The AMC2020 look and feel is comprised of several types of graphic elements:

- Portals
- Magic*
- Portals & magic (combined)
- Objects

You will find different versions of each element in the Kit of Parts.

To see how these elements should interact with each other, please refer to AMC2020 Look and feel, p5).



Portals+Magic



Objects

WORKING WITH PHOTOS*

See
photoexample.
psd



Photos should appear within the portal shape, and be overlaid with a gradient layer to blend it in with the rest of the look and feel.

Photos from previous AMC's can be found at www.flickr.com/photos/alliedmedia. Please review and respect the attribution guidelines for each photo to give photographers full credit for their work.

All photos used in this guide by Ara Howrani, ara@howranistudios.com

ABOUT THE AMC

What can we do together?

Your support allows the AMC to thrive as we gather to build the world we need. Specifically, sponsorship supports our ability to:

- ◆ Provide discounted registration rates to low and no income participants, long-time Detroiters, seniors, and youth
- ◆ Provide accessibility resources such as ASL interpretation, wheelchair accessible transportation, Spanish-English interpretation, and childcare.
- ◆ Provide healing and community safety services.

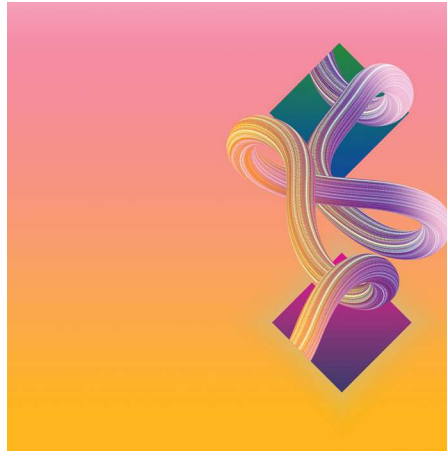


PUTTING IT ALL TOGETHER*



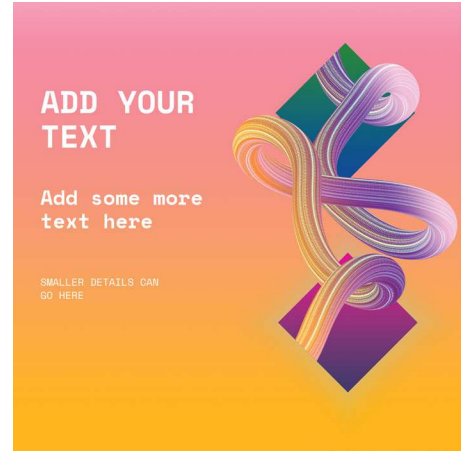
STEP 1

Start with the gradient



STEP 2

Add portals and magic. The magic can appear in front of or behind the portals. It's up to you.



STEP 3

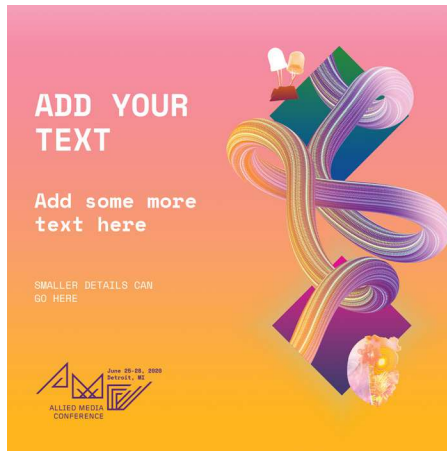
Add your text.



STEP 4

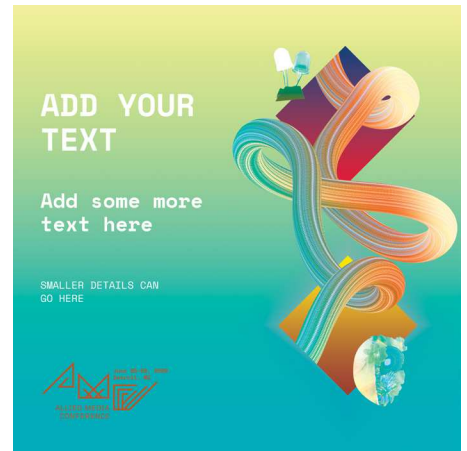
Add the AMC logo. Make sure that it is large enough for all the text to be legible.

If the date and location text is too small to be legible, use the version without the date, and make sure to type out that information somewhere else on the layout.



STEP 5

(Optional) Add objects.



STEP 6

(Optional) Shift color. Use the color shift layer and adjust the hue. You may need to change the color of your text to one of the other options on p8 for maximum legibility.

DO'S & DON'TS

Please don't...

X



Squish, stretch, or distort the logo. Please do make sure to resize the logo proportionally.

X



Use a font not specified in this guide. Please double check that you are using Space Mono and/or Overpass.

X



Use a text color that has low contrast against the background. Please ensure that text has high contrast against the background but not so much that it “vibrates” visually.

Please do...

- Use the templates if you are new to working with graphics and design
- Visit [instagram.com/alliedmediaconf](https://www.instagram.com/alliedmediaconf) to see examples of the AMC2020 look and feel in use
- Refer back to this guide often
- Have fun!