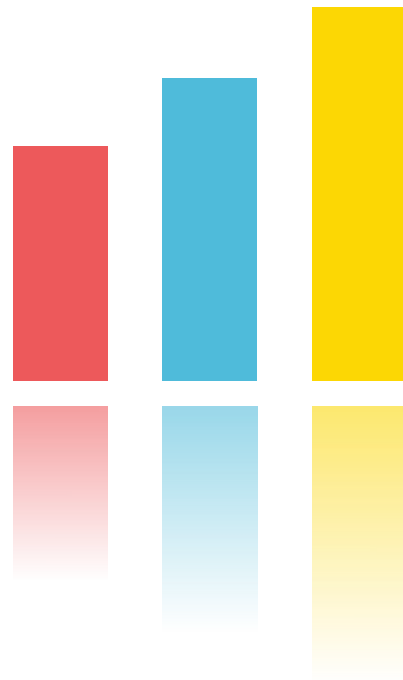# My Amazon Guy

Brand Guidelines 2024

My Amazon Guy

Within our identity guide, you will discover the imagery, colors, logos, language, and recommended practices that define our brand.

While each element serves a distinct purpose, their true impact shines when integrated cohesively. The forthcoming pages aim to elucidate our brand essence, its values, and effective methods for conveying it.

Logo

My Amazon Guy

The logo of "My Amazon Guy," an expert in all things Amazon, exudes professionalism and expertise in e-commerce. Its sleek design reflects the company's commitment to guiding clients through the complexities of the Amazon marketplace with precision and reliability. With clean lines and bold typography, the logo instills trust and confidence, establishing "My Amazon Guy" as a top choice for maximizing success on the world's largest online platform.

My Amazon Guy

MAG

My Amazon Guy

VARIATIONS

My Amazon Guy

My Amazon Guy

My Amazon Guy

AREA OF NON-INTERFERENCE

For optimal impact, it's best to place the logo away from any competing visuals. Intrusive graphics can clutter the logo, making it difficult to perceive and recall. The diagram illustrates the minimum required clearance space. Nevertheless, providing ample space enhances the logo's visibility significantly.

MINIMUM SIZE

The "My Amazon Guy" logo is intended to be reproduced at a minimum width of .75 inches. For online use, the logo should be a minimum of 54 pixels wide. There is no maximum size limit for reproducing the logo.

Logo

Logo in Background

TRANSPARENT

LIGHT BG

DARK BG

Maintaining consistent appearance for the logo is crucial. Any modification or addition to the logo is discouraged. It is imperative that the logo remains unaltered and is not redrawn or modified in any manner.

Reproduction of the logo should solely rely on the provided artwork. Avoid overlaying the logo on busy images at all times.

My Amazon Guy

Unacceptable: Do not stretch, condense or skew.

My Amazon Guy

Unacceptable: Altered size or arrangement of elements

My Amazon Guy

Unacceptable: Incorrect colors. The My Amazon Guy logo must be reproduced in the correct brand colours.

My Amazon Guy

Unacceptable: Logo contained within a circle or shape that suggests it is part of the logo.

My Amazon Guy

Unacceptable: No lines, text or art should be placed within the control space.

My Amazon Guy

Unacceptable: Do not place over a background that will obstruct visibility

Logo Variations

It is preferable for the logo to stand independently. However, if a background block or panel is necessary, please follow the non-interference guidelines provided on page 8 and below. Block panel colors should be limited to the brand's color palette, which includes blue,red, yellow, or black. These block panels may be employed on websites, mobile platforms, or promotional materials if the background image proves too distracting.

My Amazon Guy

MAG

My Amazon Guy

Color Palette

Burnt Sienna

#ED595B
237,89,91

Shakespeare

#4FBBDA
79,187,218

Gold

#FFD600
255,214,0

Apricot

#EA7A6C
234, 122, 108

Jaffa

#EB7D3E
235, 125, 62

Iceberg

#CBEAF1
203, 234, 241

Hampton
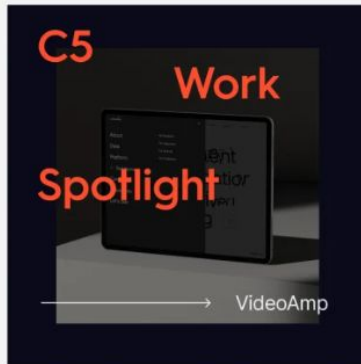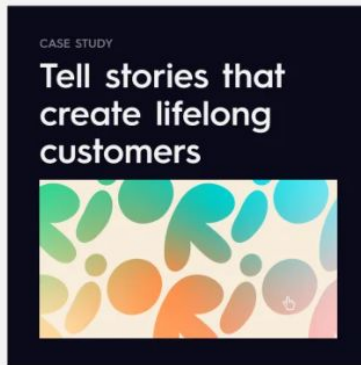
#E4DBAE
228, 219, 174

Butterfly Bush

#7554A2
117, 84, 162

Catskill White

#EDF2F7
237, 242, 247

Color Application

Typography

Mm
Manrope Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&.,!?;:"+-=

Manrope font stands out as the optimal choice for "My Amazon Guy" due to its modern aesthetic, versatility, readability, extensive font family, and accessibility features. By leveraging the strengths of Manrope, "My Amazon Guy" can establish a strong visual identity that resonates with its audience and reinforces its brand values effectively.

Rr
Roboto Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&.,!?;:"+-=

The Roboto font family is chosen as the secondary font for "My Amazon Guy" because of its contemporary look, adaptability, readability, wide range of font styles, and accessibility attributes. Utilizing Roboto's strengths, "My Amazon Guy" can craft a compelling visual identity that conveys its brand values and connects with its audience across different channels effectively.

Type Styles

Mm
Manrope Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&.,!?;:"+-=

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Rr
Roboto Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&.,!?;:"+-=

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Type Application

Mm
Manrope Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&.,!?;:"+-=

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Rr
Roboto Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&.,!?;:"+-=

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Hierarchy

Mm
Manrope Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&.,!?;:"+-=

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Rr
Roboto Normal

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abcdefghijklmnopqrstuvwxyz
0123456789&.,!?;:"+-=

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Illustration

In essence, the development of iconography for My Amazon Guy is a strategic endeavor aimed at visually articulating the brand's values, services, and aspirations. By adhering to principles of symbolism, consistency, simplicity, adaptability, and scalability, My Amazon Guy can create a compelling visual narrative that reinforces its position as a leader in the e-commerce industry, leaving a lasting impression on its audience.

✓   Reflecting Core Values

✓   Symbolism & Representation

✓   Consistency & Cohesion

✓   Simplicity & Clarity

✓   Adaptability & Scalability

Style & Gradients

In essence, the development of iconography for My Amazon Guy is a strategic endeavor aimed at visually articulating the brand's values, services, and aspirations. By adhering to principles of symbolism, consistency, simplicity, adaptability, and scalability, My Amazon Guy can create a compelling visual narrative that reinforces its position as a leader in the e-commerce industry, leaving a lasting impression on its audience.

✓   Reflecting Core Values

✓   Symbolism & Representation

✓   Consistency & Cohesion

✓   Simplicity & Clarity

✓   Adaptability & Scalability

Photography

By infusing our photography with these fresh ideas and staying true to our brand values, we can create compelling visual narratives that resonate with our audience and elevate the My Amazon Guy brand presence.

✓   Authenticity & Storytelling

✓   Dynamic and Energetic

✓   Customer-Centric Approach

✓   Urban Landscape

✓   Consistency & Brand Cohesion

✓   Emphasis on Diversity & Inclusivity
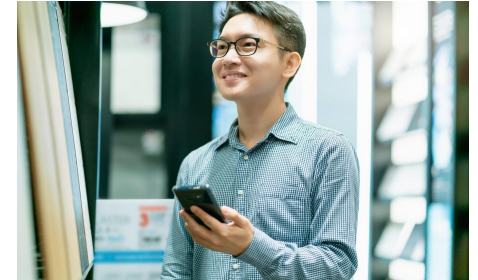
Photography

Selected photography should be:

- natural
- in color
- crisp
- well lit

When selecting photography, **avoid:**

- staged or cliched stock imagery
- gimmicky effects or unnatural filters
- obvious digital manipulation and computer generated graphics
- uninteresting and flat compositions

It is important that all imagery reflects current trends, to prevent our brand identity from appearing dated.
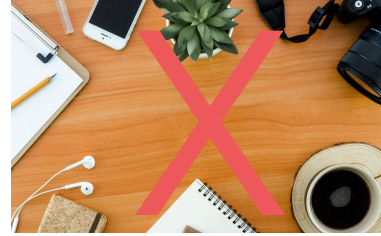
Do not use generic looking stock imagery and photos of people in stiff or unnatural poses.

Do not use imagery with gimmicky digital manipulation or special effects

Do not use poorly cropped images and uninteresting compositions.

Iconography

In essence, the development of iconography for My Amazon Guy is a strategic endeavor aimed at visually articulating the brand's values, services, and aspirations. By adhering to principles of symbolism, consistency, simplicity, adaptability, and scalability, My Amazon Guy can create a compelling visual narrative that reinforces its position as a leader in the e-commerce industry, leaving a lasting impression on its audience.

✓ Reflecting Core Values
✓ Symbolism & Representation
✓ Consistency & Cohesion
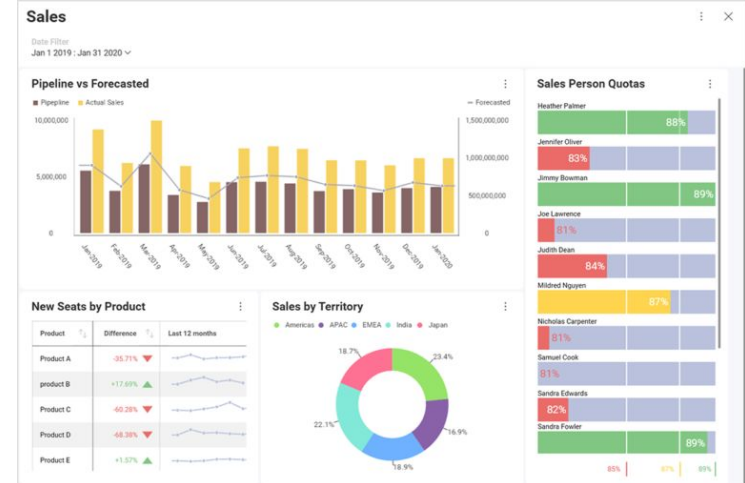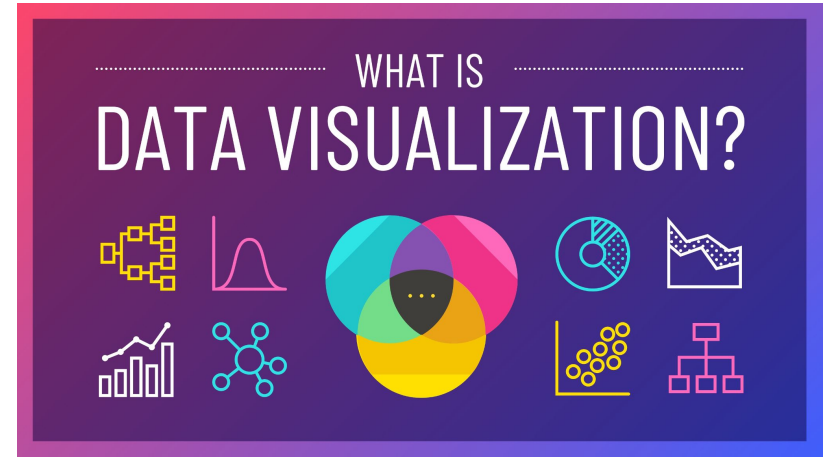✓ Simplicity & Clarity
✓ Adaptability & Scalability
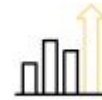
Data Visualization

Ever noticed how words can sometimes leave us scratching our heads? And raw data? Well, it's not always the life of the party.

But fear not! Our brains love a good visual feast. That's why data visualization is like the superhero of storytelling!

✓ Lorem Ipsum
✓ Lorem Ipsum
✓ Lorem Ipsum

Interactive Elements

Ever noticed how words can sometimes leave us scratching our heads? And raw data? Well, it's not always the life of the party.

But fear not! Our brains love a good visual feast. That's why data visualization is like the superhero of storytelling!

✓ Lorem Ipsum
✓ Lorem Ipsum
✓ Lorem Ipsum

Video and Motion

Ever noticed how words can sometimes leave us scratching our heads? And raw data? Well, it's not always the life of the party.

But fear not! Our brains love a good visual feast. That's why data visualization is like the superhero of storytelling!

✓ Lorem Ipsum
✓ Lorem Ipsum
✓ Lorem Ipsum