

Logo

The core colours are as shown, but the logo may be used in other colours as needed, see colour variations. Where possible, try to stick with the colours in the Amplify Conference colour palette.



Primary logo with Tagline



Logo Only

Colour



PANTONE® 2612

RGB 122 /44 /135

CMYK 64 /99 /8 /1

HEX # 7a2c87

☒ Tints ok up to 75%



PANTONE® 2617

RGB 73 /35 /96

CMYK 84 /100 /24 /20

HEX # 482366

In order for colours to retain their vibrancy, please ensure to use the **RGB version** of the colour any time you are working with the Amplify Conference brand in a digital space.

Typography

This is an example how copy should be treated in printed documents, although note there is flexibility when it comes to type treatment.

Heading

This is the body copy paragraph. Lorem ipsum dolor sit amet.

- This is an example of a bullet point.
- Second bullet point

L1 Heading
Montserrat Bold
16pt font size, 20pt leading

Body
Montserrat Regular
9pt font size, 12.5pt leading

Colour Variations

The logo may only be using in the following colour variations.



Full Colour



Black



Reversed
on solid colour

Clear Space

The clear space around the logo is the height of the m.



Minimum size 40mm



The logo must not be reproduced with a height less than 40mm.