

# AMW MEDIA BRAND STYLE GUIDE



# WHY



# HELLO THERE

Welcome to the AMW Brand Style Guide. This document serves as your roadmap for implementing our brand identity.

The framework illustrated throughout the following pages forms the foundational cornerstone of our brand, it will guide you on who we are and how to apply our brand consistently. This guidance acts as a creative platform, allowing for flexibility and creative thinking to enable a dynamic and adaptable brand that evolves alongside our business.

Should you have any questions or need clarification on applying any rule or guidance outlined in this document, please don't hesitate to contact us at [info@AMW.com](mailto:info@AMW.com)



1.0

THE BRAND

2.0

VERBAL IDENTITY

3.0

THE LOGO

4.0

COLOURS

5.0

TYPOGRAPHY

6.0

ILLUSTRATIONS

7.0

COMPONENTS



# THE BRAND



- 1.1 Purpose
- 1.2 Vision
- 1.3 Mission



Our purpose is to empower brands and creators by elevating their digital presence through intentional, story-driven media.

# 1.2 BRAND VISION

Our vision is to see Strategic Creative Media in Every Brand's Toolbox. Where businesses of every size can access high-end content that drives connection, visibility, and sustainable growth.

# 1.3 BRAND MISSION

**Our mission** is to become a leading creative media partner known for producing sustainable, high-quality content that helps brands grow with clarity and confidence. We are committed to refining every story, enhancing every message, and ensuring that creativity and strategy work hand-in-hand.

# VERBAL IDENTITY



- 2.1 Brand Personality
- 2.2 Voice Pillars
- 2.3 Voice in Use



## 2.1

# BRAND PERSONALITY

Derived from our purpose, vision, and mission, our brand personality becomes clear. These five defining characteristics capture who we are, shaping how we communicate, create, and connect with our audience.

1. Strategic
2. Insight-Led
3. Decisive
4. Measured
5. Purpose-Driven

*But Never Overcomplicated*  
*But Still Creative*  
*But Open to Collaboration*  
*But Forward-Thinking*  
*But Adaptable*

## 2.2

# VOICE PILLARS

Our voice pillars form the foundation of our verbal identity. These principles guide the tone, language, and intention behind every message we craft. They ensure consistency, clarity, and authenticity across all communication, reflecting our values and speaking directly to the needs of our audience.

### 1. Strategic

*We communicate with intention, lead with insight, and ensure every word supports a clear purpose.*

### 2. Professional

*We maintain a confident, composed voice that reflects expertise without ever feeling rigid or inaccessible.*

### 3. Forward-Thinking

*We speak with clarity and direction, always moving toward growth.*

## 2.3

# VOICE IN USE

*TRUELINE:*

**STRATEGIC CREATIVE  
MEDIA THAT ELEVATES  
YOUR BRAND**

Built upon our core verbal principles, our trueline stands as our fundamental brand promise. It serves as our core touchpoint for all brand communication efforts, offering direction for new brand language and informing the implementation of our voice.

*EXAMPLES OF VOICE IN USE:*

**High-Impact Content for Ambitious Brands  
Refined Media Crafted With Intention  
Creative Strategy That Moves You Forward  
Strategic Media Solutions (SMS)  
Elevating Brands Through Storytelling  
Purpose Led Creative (PLC)  
Made for Growth - Built with Insight  
Story Driven Media  
Designed for Clarity**

# LOGOS



- 3.1 Primary Logo
- 3.2 Symbol
- 3.3 Color Variants
- 3.4 Clearance & Minimum Size
- 3.5 Logo Misuse



# 3.1 PRIMARY LOGO

**THIS IS OUR PRIMARY LOGO. IT IS THE MAIN IDENTIFIER OF OUR BUSINESS ACROSS ALL BRAND APPLICATIONS.**



## 3.2 COLOUR VARIANTS

Our logo may be used in AMW Black, Purple & Off-white. Use the elements in your communications piece to determine the best colour application.

AMW black should be used on light backgrounds. The primary Purple & Black should be used on Off-white and white backgrounds, whereas the AMW Off-white should be used for dark backgrounds and the AMW Blue.

When placing the logo over imagery you can use the primary logo variant with the Off-white outline.

1. PURPLE + BLACK ON WHITE



2. WHITE ON PURPLE



3. WHITE ON BLUE



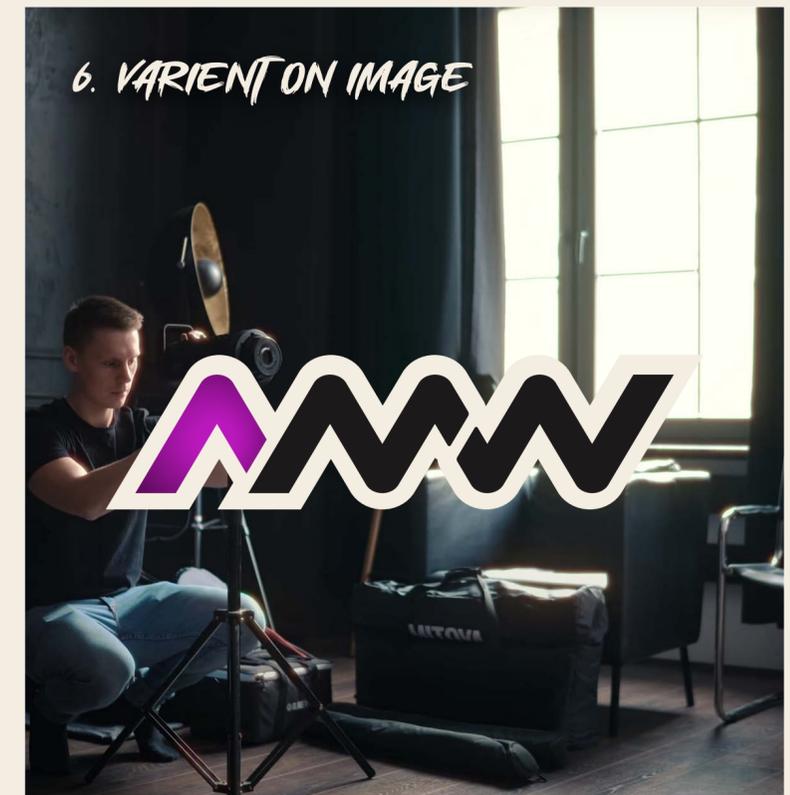
4. BLACK ON GREEN



5. BLACK ON ORANGE



6. VARIANT ON IMAGE

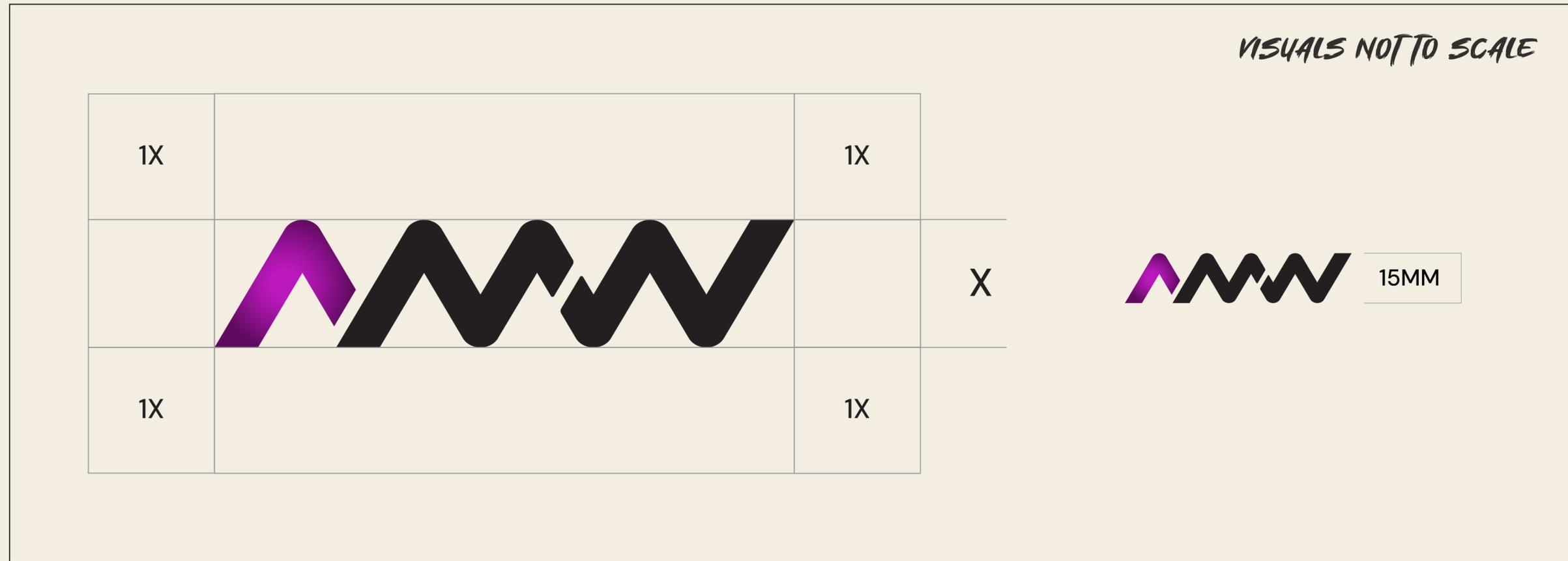


# 3.3 CLEARNCE AREA

When placing our Primary Logo it is important to ensure it aligns with both the clearance and minimum size rules.

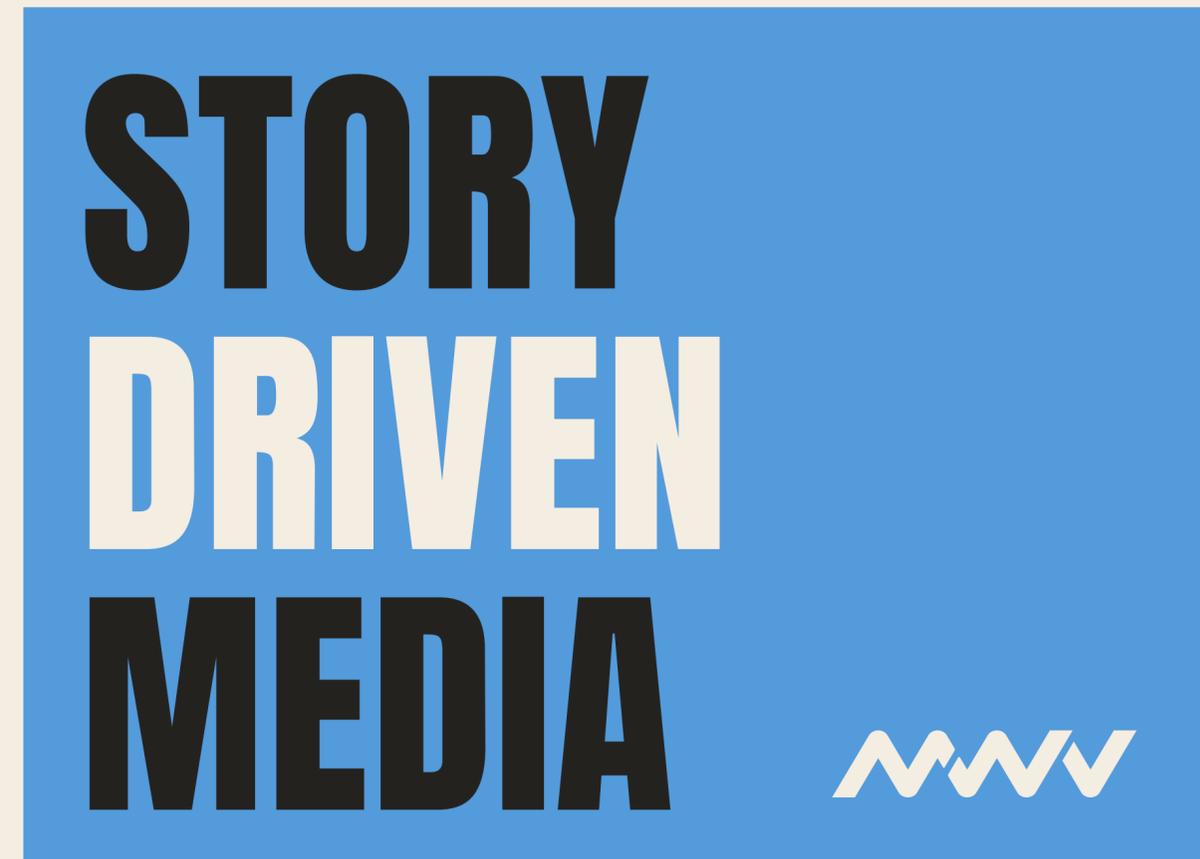
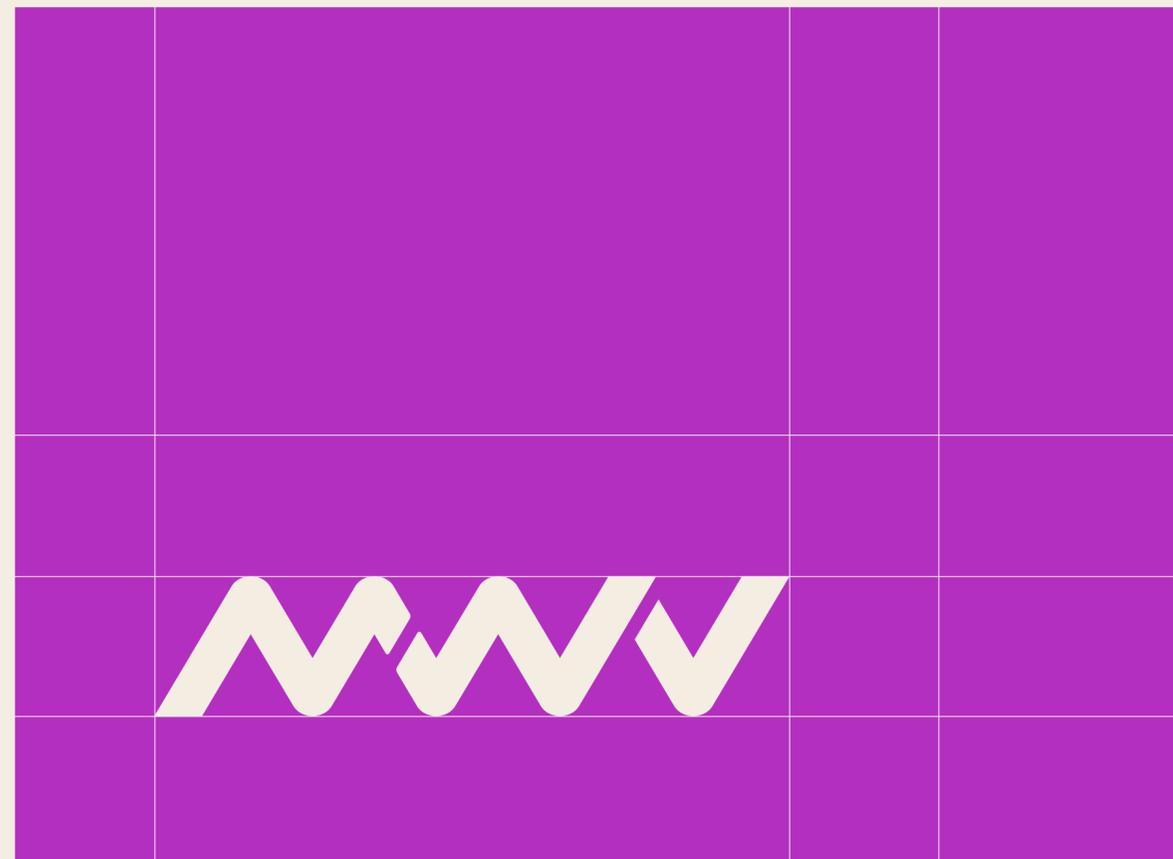
## CLEARANCE AREA

For maximum impact our logo needs a space of it's own. This space is defined by '2X' where 'X' is the height of the bottom line of the logo.



## MINIMUM SIZE

To ensure clarity across digital and print applications our logo should never be reproduced at any size below 15MM.

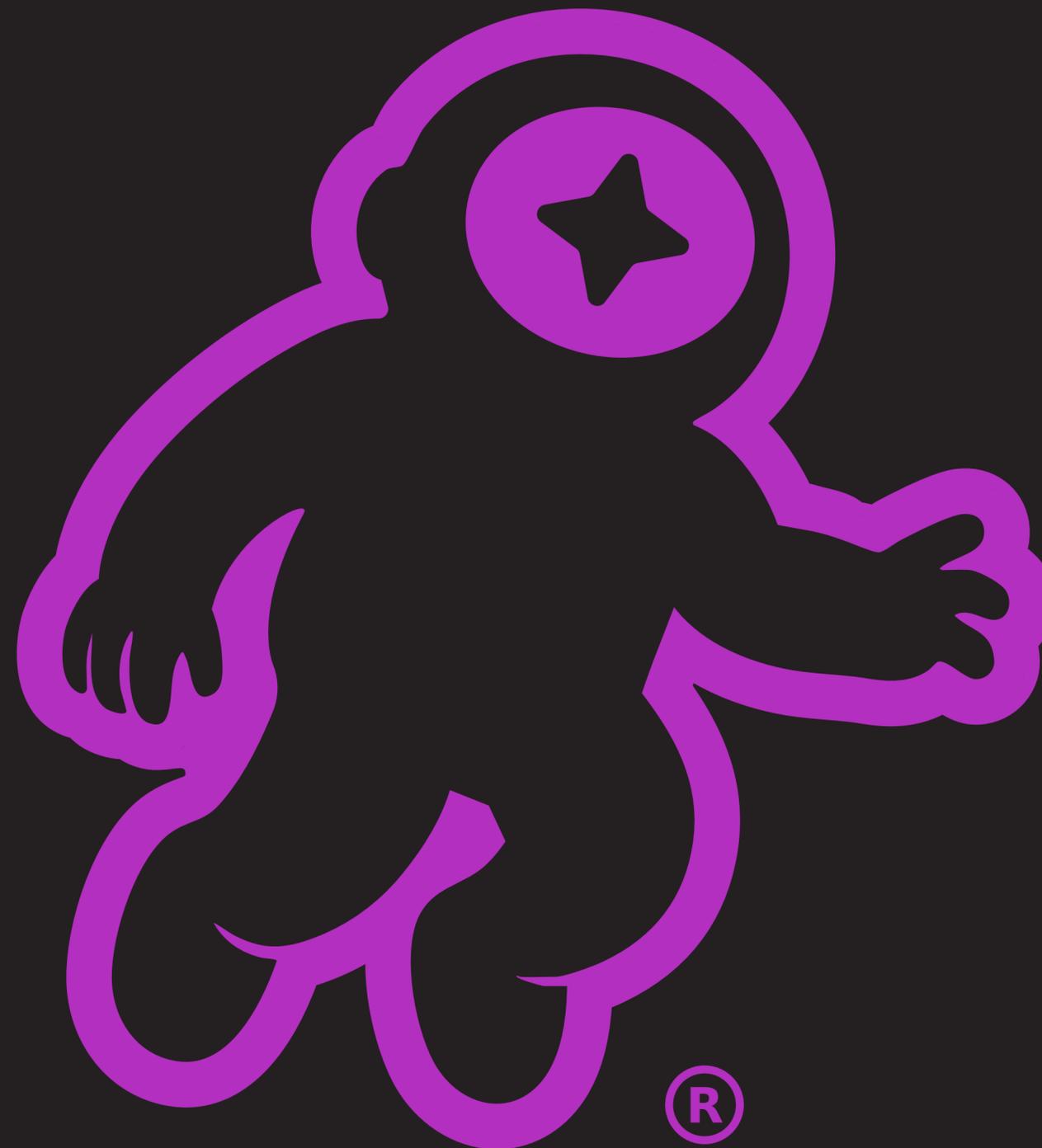


## 3.4 THE MASCOT

Our mascot icon acts as a secondary brand identifier, stepping in when the Primary Logo isn't suitable, such as in small-scale applications, informal touchpoints, or instances where the Primary Logo is already present within the design.

It can also be used within graphic elements or subtle visual moments, serving as a distinctive brand marker and an extension of the visual universe that defines our brand.

The established color guidelines for the Primary Logo also apply to this asset.

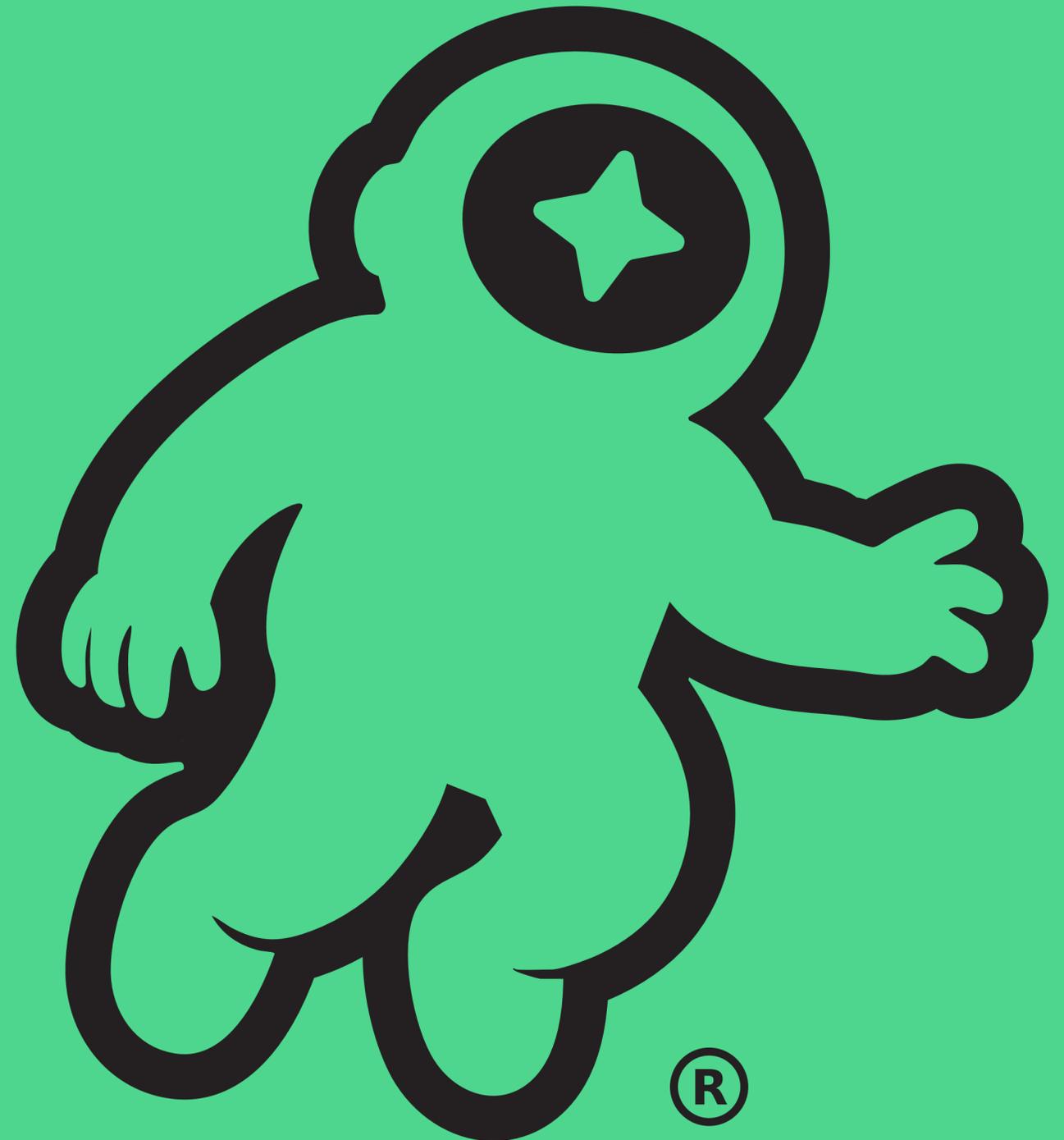


## 3.5

# MASCOT SCALING

When integrating the mascot into your communications, it's essential to prioritise the clarity of the registered trademark, particularly when it's scaled down for reproduction.

In such cases, choose small-use variant that omits the registered trademark to ensure clear legibility in reproduction.



# 3.6 MASCOT CLEARANCE

When placing our Mascot it is important to ensure it aligns with both the clearance and minimum size rules.

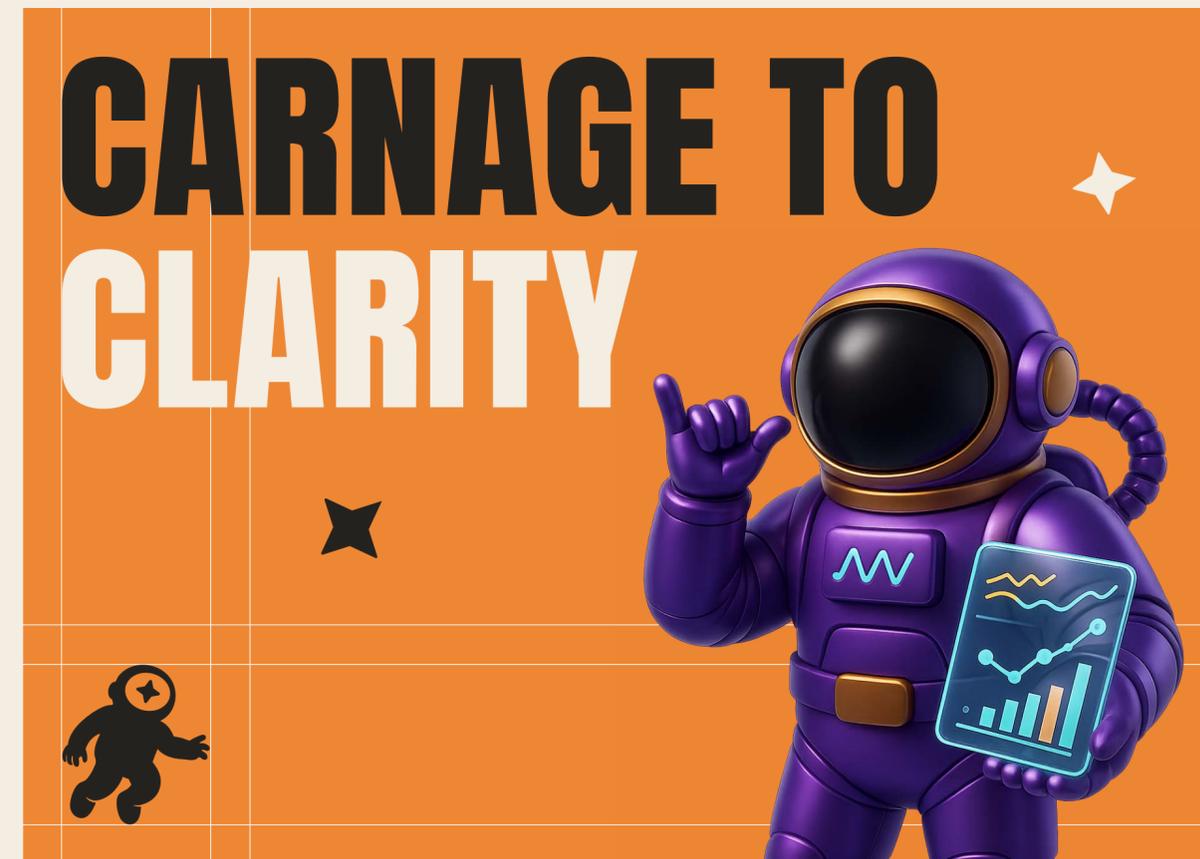
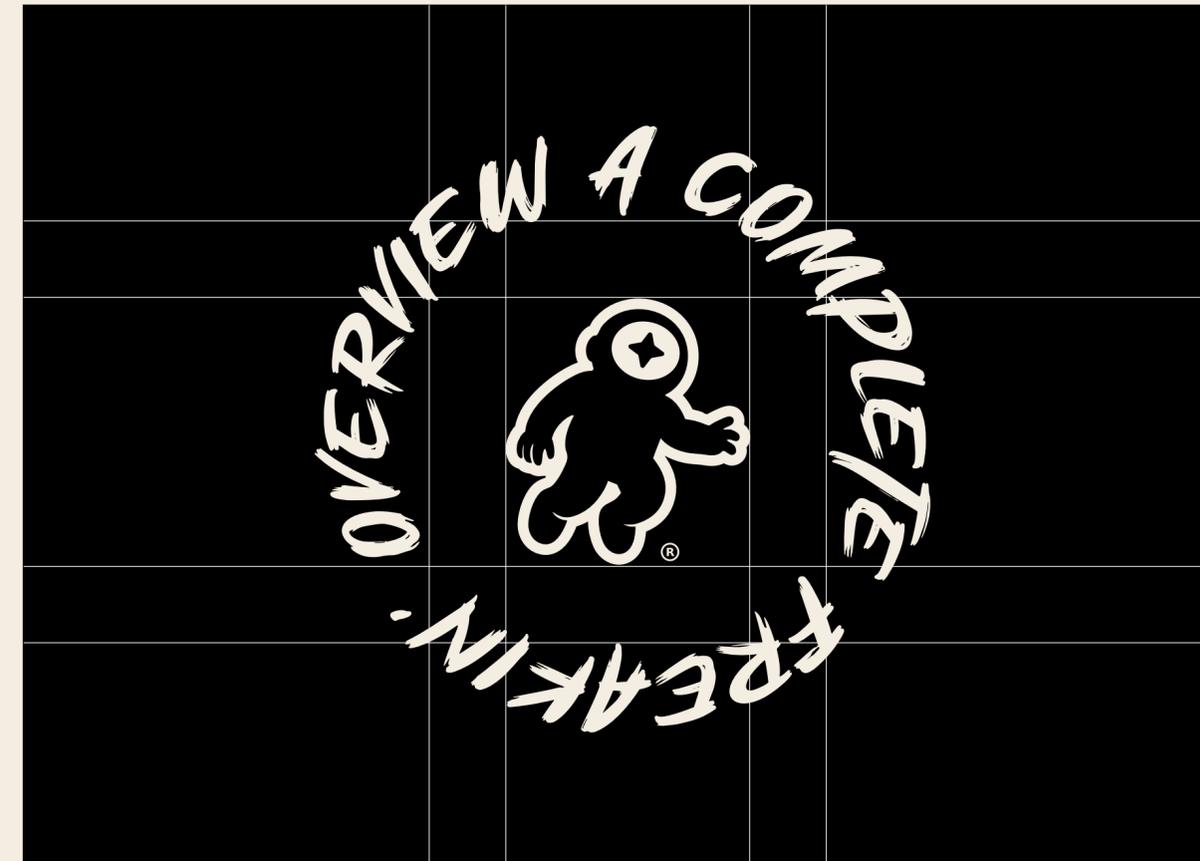
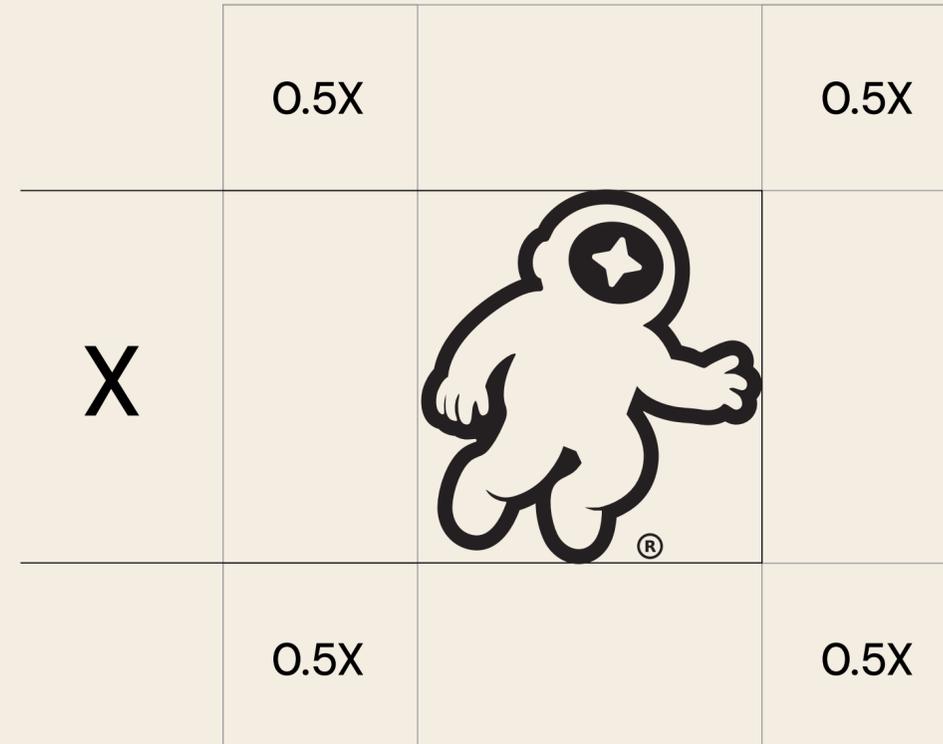
## CLEARANCE AREA

For maximum impact our logo needs a space of its own. This space is defined by '0.5X', where 'X' is the height of the asset.

## MINIMUM SIZE

To ensure clarity across digital and print applications our logo should never be reproduced at any size below 15MM.

VISUALS NOT TO SCALE



# 3.7 LOGO MISUSAGE

Consistent use of our logo is key to accurately representing our brand and upholding visual coherence across all brand applications.

Here are some examples of what you should avoid when using our logo.

## Do Not:

1. Squash, stretch or distort
2. Apply effects
3. Recolor
4. Rotate
5. Change the typeface
6. Use weak contrast
7. Resize individual elements
8. Place on complex backgrounds
9. Add a stroke



# GOLOWERS



- 4.1 Color Palette
- 4.2 Color Hierarchy
- 4.3 Color Combinations

# 4.1 COLOUR PALETTE

Our brand's colour palette is curated to embody boldness, honesty, and unapologetic individuality.

These aren't safe, corporate shades designed to blend in. They're striking, high-impact, and deliberately distinctive.

Each color in our palette cuts through the noise, reflecting our commitment to challenging the status quo in this busy sector.

They're designed to grab attention, make a statement, and signal that we do things differently. No fluff, no filler, just straight-talking confidence.

**AMW OFF-WHITE**

**HEX** f4ede3  
**RGB** 244/237/227  
**CMYK** 5/7/12/0

**AMW BLACK**

**HEX** 241f21  
**RGB** 36/31/33  
**CMYK** 73/69/58/78

**AMW PURPLE**

**HEX** b32fbf  
**RGB** 179/47/191  
**CMYK** 54/83/0/0

**AMW BLUE**

**HEX** 539BDB  
**RGB** 83/155/219  
**CMYK** 67/29/0/0

**AMW GREEN**

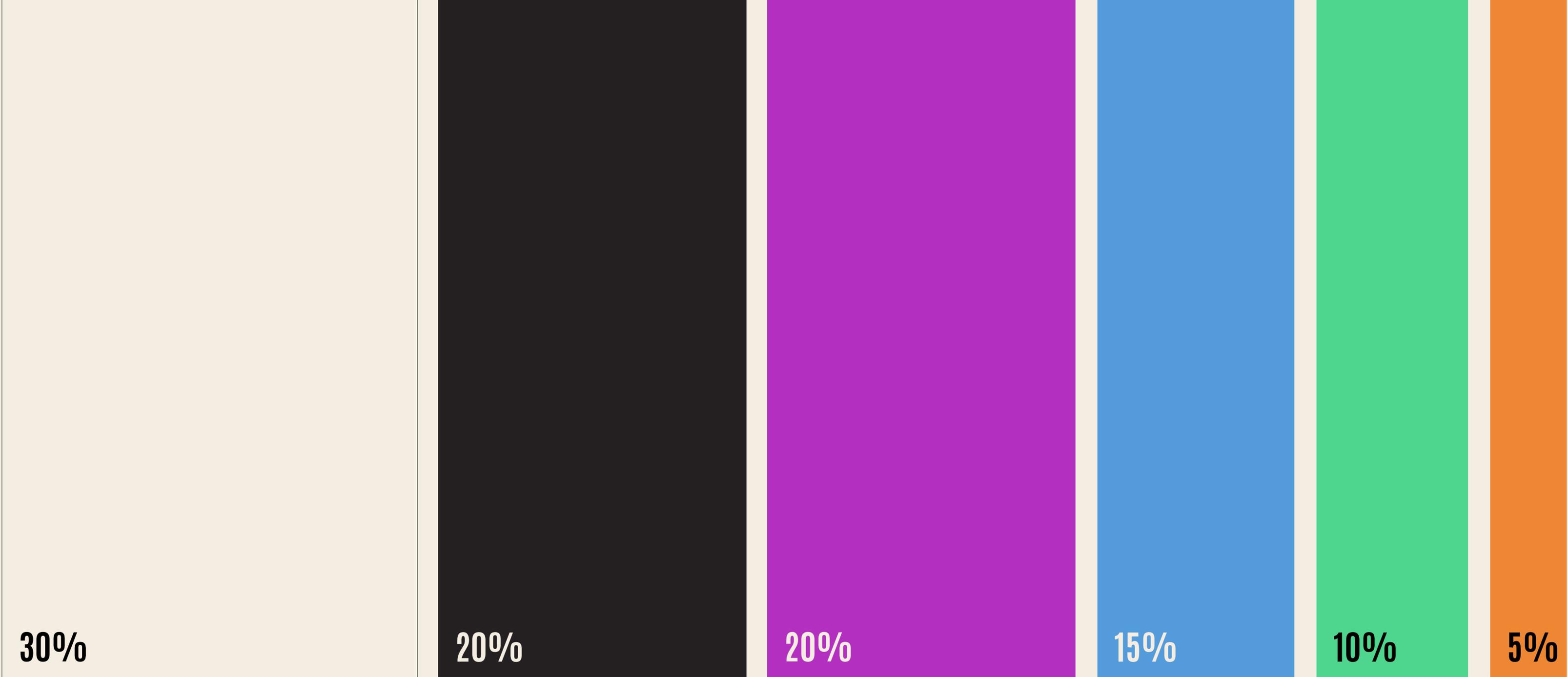
**HEX** 4ED68E  
**RGB** 78/214/142  
**CMYK** 62/0/59/0

**AMW ORANGE**

**HEX** EE8733  
**RGB** 238/135/51  
**CMYK** 2/56/85/0

# 4.2 COLOUR HIERACHY

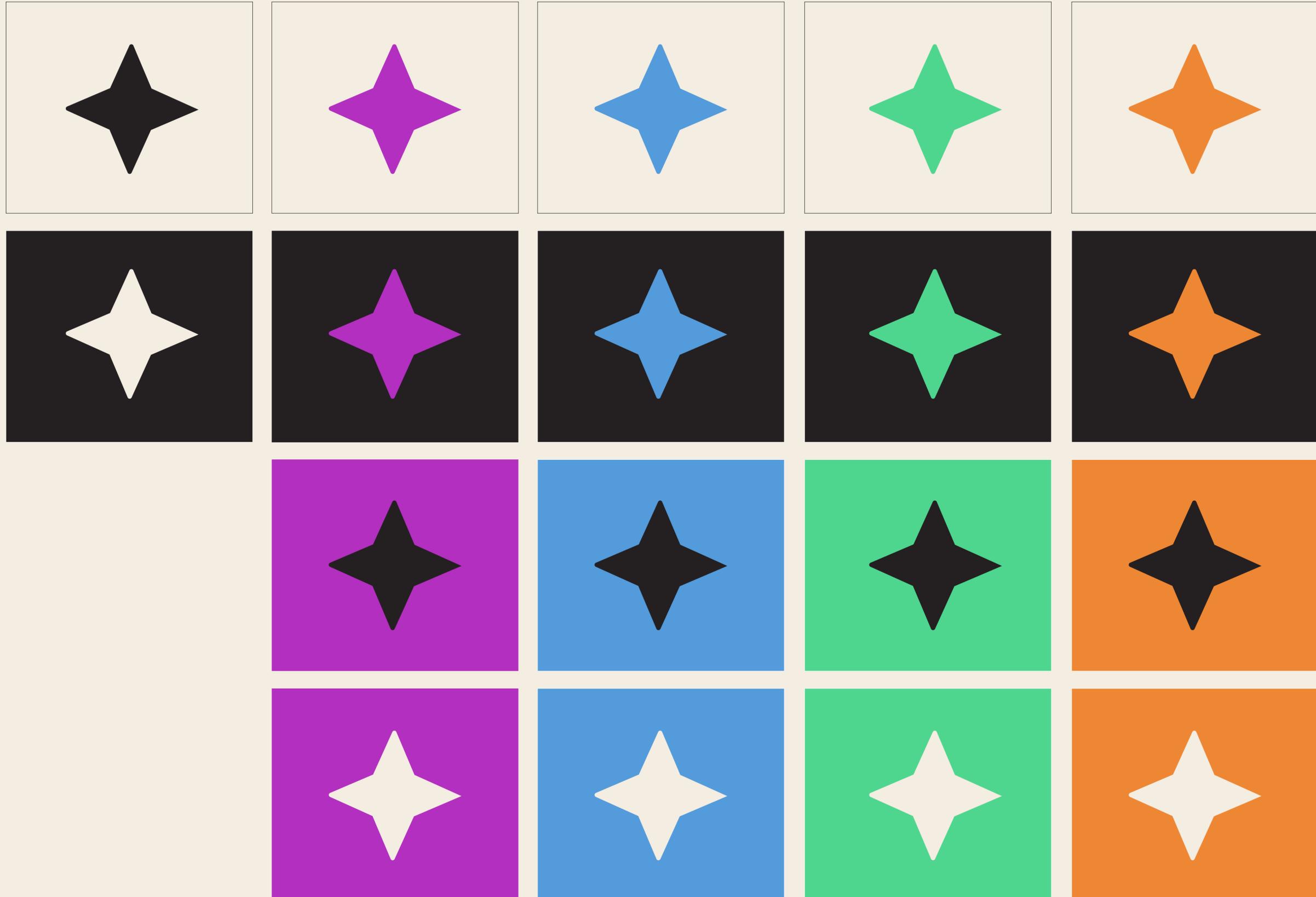
Maintaining a consistent color balance across the brand is crucial to achieving visual consistency. White space is crucial and the black is most impactful use of lettering. Always introduce contrast with our colours to add emphasis o our design communications.



# 4.2 COLOUR VARIANTS

Here are our recommended colour pairings for applying the brand across communication materials.

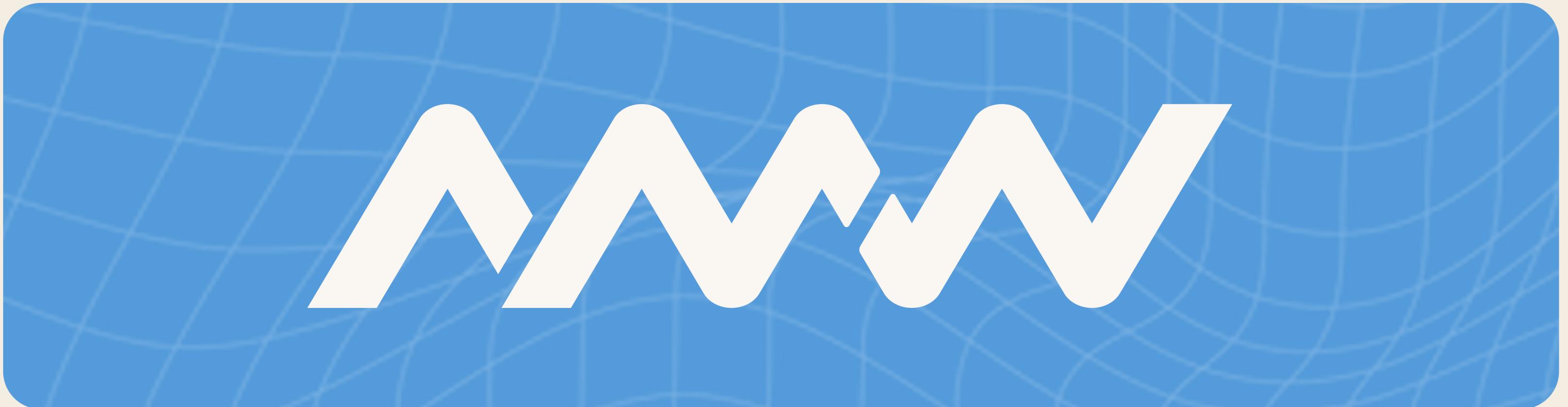
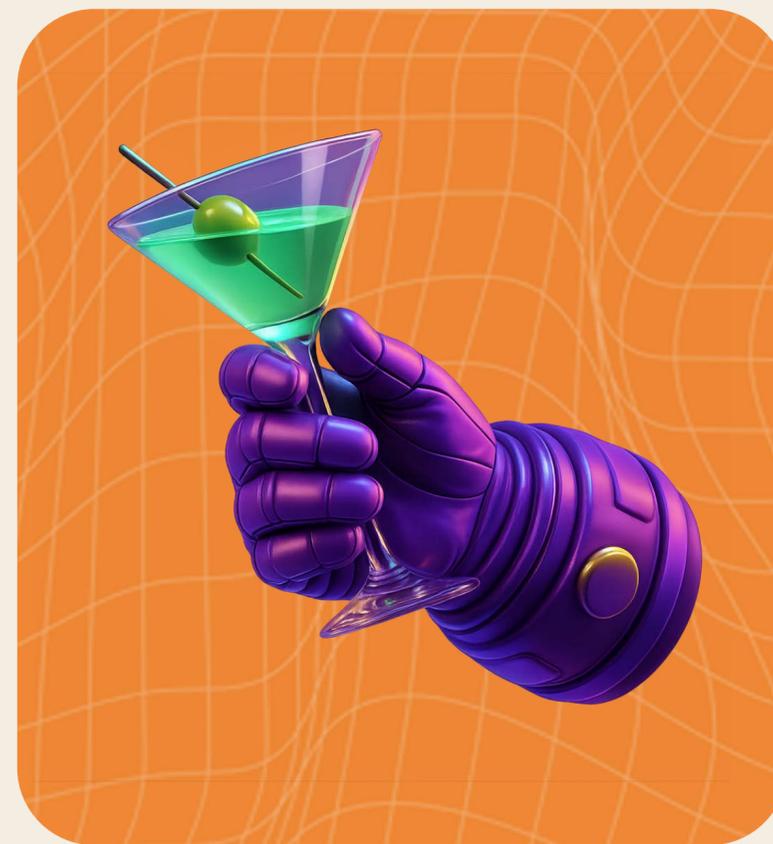
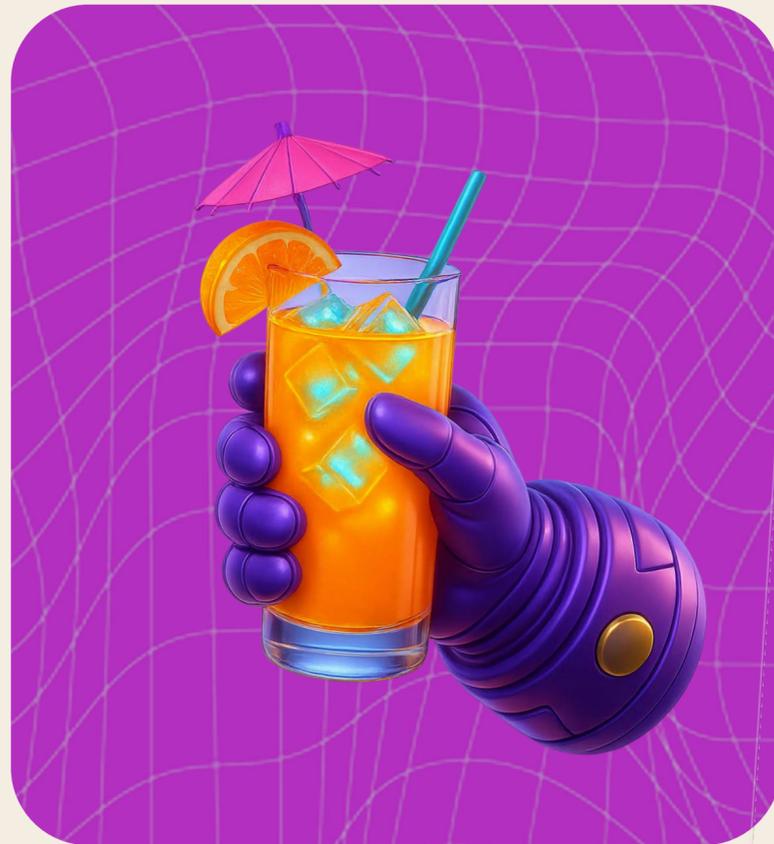
Your selection of colours will be context driven and different combinations will be more effective depending on the application and use with our brand elements.



## 4.3 BACKGROUND PATTERNS



**AMW  
PATTERNS**



# TYPOGRAPHY



- 5.1 Primary Typeface
- 5.2 Primary Type Specimen
- 5.3 Type Hierarchy
- 5.4 Hierarchy Example



# 5.1

## PRIMARY TYPEFACE

Anton is our primary typeface, it is used for all our headlines, impactful communications and messages.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ1234567890-&\*  
@?!/+(,=:;)#£%&.

ANTON

## 5.2

SECONDARY  
TYPEFACE

Montserrat is our secondary typeface and is used for body copy and large passages of text.

Regular or Medium are our primary selections for body copy. The chosen weight will be dependant on it's font size and contrast around surrounding elements. Medium, Semibold and Bold are used for highlighting and emphasis.

Montserrat Regular  
 Montserrat Medium  
 Montserrat Semibold  
**Montserrat Bold**

*Montserrat Regular*  
*Montserrat Medium*  
***Montserrat Semibold***  
***Montserrat Bold***

## Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-&\*@?!/+ (,;:).

# 5.3

## TERTIARY TYPEFACE

Slowdex is our tertiary typeface and is primarily used for annotations. However, Slowdex can be used relatively anywhere throughout our brand to create contrast and scale creativity within our communications.

WEIGHTS

REGULAR

AMW STYLE GUIDE

SLOWDEX

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

- & \* @ ? ! = + ( , : ; ) # £.

## 5.4 TYPE SETTING

When producing written copy, maintaining visual hierarchy is crucial for optimal legibility and readability.

As a general rule, we recommend Anton for headlines and always capitalised.

Montserrat SemiBold or Bold for subheadings, Montserrat Regular for body copy and Slowdex for annotations.

Slowdex can also be used creatively and replace Anton for headlines. It can also be used for emphasis and contrast, such as phrases or headlines.

### Headline

Anton  
All Caps  
Leading 76-90%  
Tracking 15-35pt

### Sub-Heading

Montserrat SemiBold/Bold  
Leading 76-90%  
Tracking 15-35pt

### Body

Montserrat Regular  
Leading 110%  
Tracking 15-35pt

### Button

Antonio Bold  
All Caps  
Leading 110%  
Tracking 25pt

### Annotation

Slowdex  
Leading 110%  
Tracking 30-60pt

# MARKETING STARTS HERE

**I know what you're thinking.  
Here's another marketing agency.**

Bringing partnership back into the picture. And making recruitment feel more strategic, more human, and more sustainable. Because when schools hire well, everything improves. Staff stay. Pupils thrive. The culture grows stronger. And that's what we're really here for. We do recruitment the way it should be.

**CONTACT US**

**AMWMEDIA.COM**

# 5.5

## COLOUR USE

When using our colors in communication and messaging, it is important to maintain legibility and readability.

Use these recommended pairings as a platform to think creatively and experiment with color in your communications.

*OFF-WHITE ON BLACK*

**DESIGNERS  
START HERE**

*PURPLE ON BLACK*

**DESIGNERS  
START HERE**

*BLUE ON BLACK*

**DESIGNERS  
START HERE**

*GREEN ON BLACK*

**DESIGNERS  
START HERE**

*BLACK ON OFF-WHITE*

**DESIGNERS  
START HERE**

*OFF-WHITE ON PURPLE*

**DESIGNERS  
START HERE**

*OFF-WHITE ON BLUE*

**DESIGNERS  
START HERE**

*BLACK ON GREEN*

**DESIGNERS  
START HERE**

## 5.6

### TEXT HIGHLIGHTS

When using our colours in communication and messaging, it is important to maintain legibility and readability.

To create impact or emphasise a key part of your messaging, you can introduce a third colour.

**HELPING YOU  
STAND OUT™**

**FIND YOUR  
VOICE...**

**KNOW YOUR  
CLIENTS...**

**PRIORITISE  
STORIES...**

# 5.7

## LARGE FORMAT HIERACHY

Our brand is bold, lively and impactful. there will often be situations where we want to convey this in our communications - choosing a large, bold type will help express this energy and engage our audience.

# GREAT BIG HEADLINE

AMWMEDIA.COM



# 5.8 REGULAR HIERACHY

We aim to make an impact in all our communications, be it concise messaging or lengthy documents, where space is limited.

Let the context of each communication piece influence your design choices; for more intricate and content-rich materials, be selective in choosing impactful moments.



**BECOME MORE VALUABLE AND CLOSE BIGGER AND BETTER CLIENTS**

Our brand is bold, lively and impactful. there will often be situations where we want to convey this in our communications - choosing a large, bold type will help express this energy and engage our audience.

**WHAT'S INCLUDED**

- ◆ WHAT'S INCLUDED
- ◆ WHAT'S INCLUDED
- ◆ WHAT'S INCLUDED

**KEY FEATURES & BENIFITS**

- ◆ WHAT'S INCLUDED
- ◆ WHAT'S INCLUDED
- ◆ WHAT'S INCLUDED
- ◆ WHAT'S INCLUDED

AMWMEDIA.COM



**STRATEGY TEMPLATE**

**THE PROPER STRATEGY PACK** £500

**BUY NOW** [LEARN MORE →](#)



**GO GET 'EM COURSE**

**GO GET 'EM COURSE** £FREE

Our brand is bold, lively and impactful. there will often be situations where we want to convey this in our Brand.

**SIGN UP**



**IT OUR OWN WAY**

- ◆ **NO GATEKEEPING**  
Our brand is bold, lively and impactful. there will often be situations where we want to convey this in our communications - choosing a large, bold type will help express this energy and engage our audience.
- ◆ **NO EGOS**  
Our brand is bold, lively and impactful. there will often be situations where we want to convey this in our communications - choosing a large, bold type will help express this energy and engage our audience.
- ◆ **NO SHORTCUTS**  
Our brand is bold, lively and impactful. there will often be situations where we want to convey this in our communications - choosing a large, bold type will help express this energy and engage our audience.

## 5.6

### EXTRA EMPHASIS

For even more visual contrast and emphasis, you can use our tertiary typeface Slowdex to highlight key words or phrases in your messaging.

You can also create 'stickers' to add more texture and contextual information to your designs, such as in presentation documents.

# WE FOOCUS

# ON THE

NO FLUFF  
NO BULLSHIT

# TRUTH

WE ARE EXPERT  
MARKETERS

## 5.8

# EXTRA EMPHASIS

When aligning copy, we recommend the options provided on this page. However, your decision should be shaped by the message you aim to convey and the specific communication piece you are designing. Therefore, we encourage you to engage in creative thinking and experimentation.

*CENTRE ALIGNED*

**THIS IS AMW MEDIA  
AND FRIENDS...**

*LEFT ALIGNED*

**NO FLUFF,  
NO EGOS.**

*FULL WIDTH*

**IGNITE**

NOW THAT YOU KNOW WHAT WE DO, WE CAN START TO HELP OTHERS



TO BUILD A PROCESS WE NEED TO KNOW WHAT WE FREAKIN' DO



ER  
RIES  
OVERVIEW A COMPLETE  
FREAKIN'



EXPLAIN

GROW GROW GROW GROW GROW GR  
GROW GROW GROW GROW GROW GR

# ILLUSTRATIONS



- 6.1 Illustration Library
- 6.2 Illustrations & Text
- 6.3 Illustrations & Imagery
- 6.4 Color Use
- 6.5 Custom Color Variations
- 6.6 Illustration Lock-Ups
- 6.7 The Stars



OUR ILLUSTRATIONS ARE THE **SOUL** OF OUR BRAND. FUN, ENGAGING, AND RAW, THEY **TELL OUR STORY** AND EMBODY OUR MARKETING ETHOS. SPRINKLE THEM ANYWHERE, AND IF YOU CAN, ADD A DASH OF ANIMATION FOR THE **EXTRA SIZZLE**.





# 6.7 THE STARS

Our stars are our fillers and like our illustrations, are inspired by the cosmos. As such, these should be implemented as supporting assets and are there to add more texture to our materials.



5.8

**THE  
STARS**

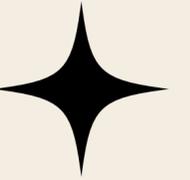
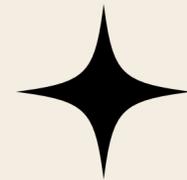
We have four types of stars in our arsenal, which you can use to help fill the negative space created by your design.

Ensure to coordinate the colors with your chosen combination and explore various sizes to achieve visual harmony.

**USE THEM**

**TO FILL**

**THE GAPS**



★ ★  
**GO GET**  
**'EM COURSE**



## 5.8

# WEB BUTTONS

Accum ut quodigende plis plit, cum quam, sandem fugia quid quatia conseed que dolo tem sus, im la vel et odic tet harum untio dolore ditas de nestias eum et, quas sit ad utatinusdaes quate pedicitium alit ratur a sae pro

FREE DOWNLOAD

FREE DOWNLOAD

FREE DOWNLOAD

EMAIL ADDRESS

FREE DOWNLOAD

FREE DOWNLOAD

FREE DOWNLOAD

EMAIL ADDRESS

# IN-SITU



- 8.1 Web Buttons
- 8.2 Button Hierarchy
- 8.3 Boxes
- 8.4 Box Use Examples









STRATEGIC CREATIVE MEDIA  
THAT ELEVATES YOUR BRAND

# IF YOU'RE TALKING TO *EVERYONE* YOU'RE SELLING TO *NO ONE*

Your message isn't supposed to  
attract **everyone**, it's supposed to  
convert the **right** ones

WE GIVE FREE HUGS  
@AMWMEDIA

ELEVATE YOUR BRAND  
WWW.AMWMEDIA.COM



STRATEGIC CREATIVE MEDIA  
THAT ELEVATES YOUR BRAND

# THE SOCIAL MEDIA FUNNEL *EXPLAINED*

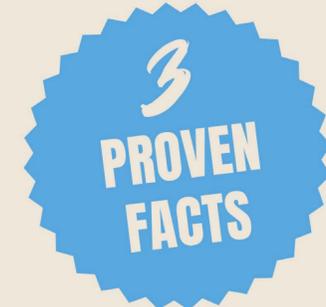


WE GIVE FREE HUGS  
@AMWMEDIA



STRATEGIC CREATIVE MEDIA  
THAT ELEVATES YOUR BRAND

# HOW *PSYCHOLOGY* CAN INSTANTLY BOOST YOUR MARKETING



WE GIVE FREE HUGS  
@AMWMEDIA



ELEVATE YOUR BRAND  
WWW.AMWMEDIA.COM

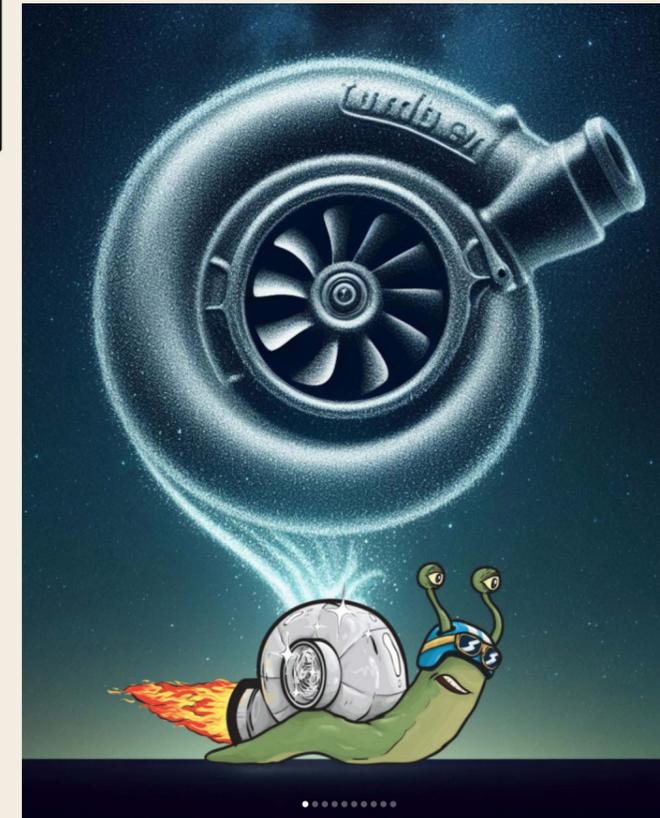
### PROJECT DETAILS ✦

Turbo Snail came to us ready to do things differently. The brief was to move away from typical automotive branding and create something distinctive, friendly, and memorable. The result is a character led identity and website that feels approachable, confident, and built with mechanics in mind.



### ✦ THE THINKING ✦

Automotive branding doesn't have to feel cold or predictable. We built a playful visual system led by hand illustrated snail characters, each supporting a different part of the brand. Paired with bold colour and smooth, animated UX, the experience feels trustworthy but fun, making the journey through the site as enjoyable as it is intuitive.



**STRATEGIC CREATIVE**  
**MEDIA THAT ELEVATES**  
*YOUR BRAND*

LET'S TALK

WWW.AMWMEDIA.COM

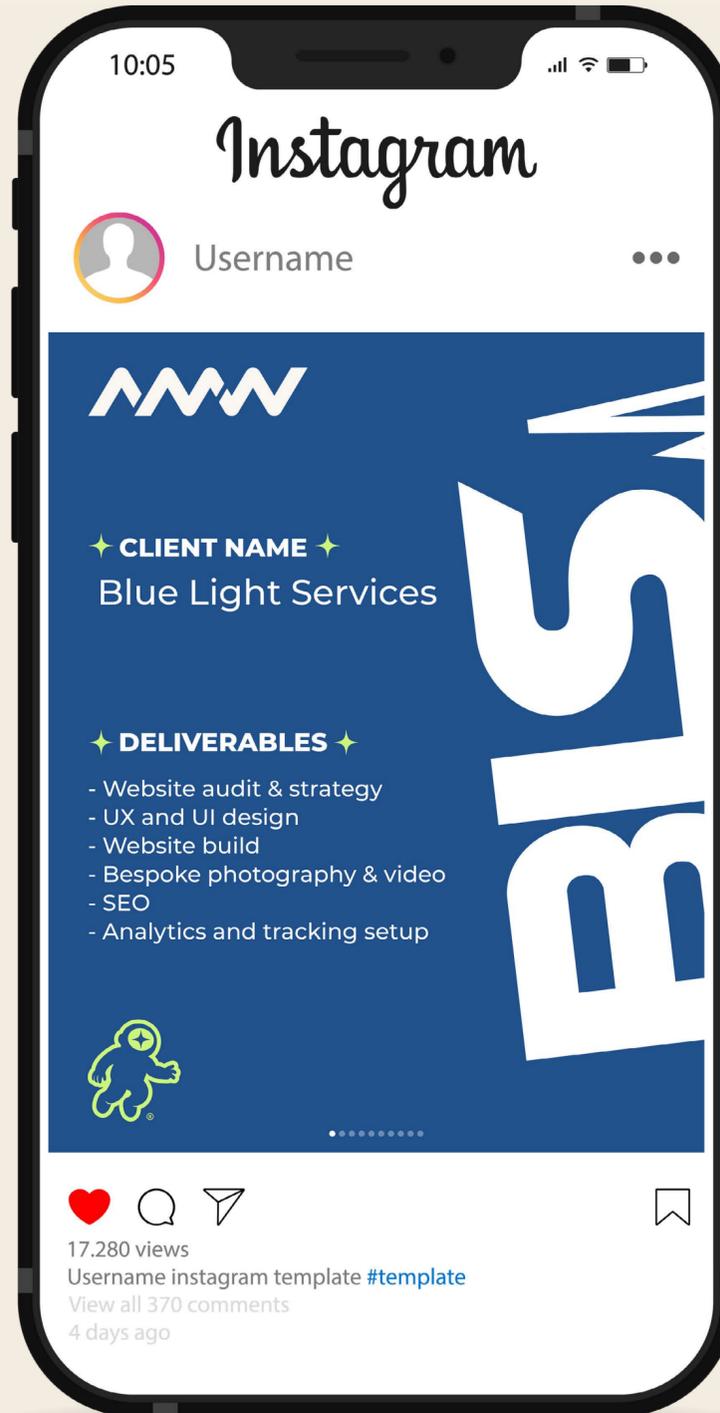
### PROJECT DETAILS ✦

Blue Light Services is a leading UK specialist in medical vehicle design and conversion. As the business grew, their website no longer reflected the scale, quality, or trust required for B2B and public sector work. We were brought in to redesign the site, strengthen credibility, and turn it into a clear, high-performing lead generator.

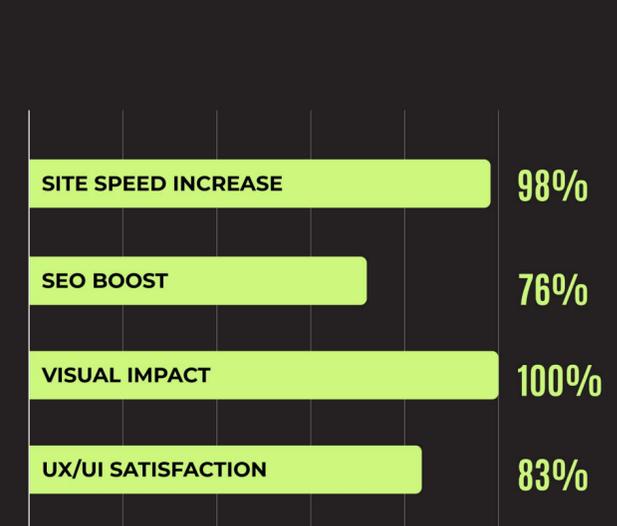


### ✦ THE THINKING ✦

Trust is everything in this sector. We focused on clarity, performance, and visual storytelling to reflect BLS's professionalism and experience. A modern layout, bespoke photography and video, and a clear vehicle structure make the site easy to navigate and reassuring to use. Behind the scenes, UX, SEO, and speed improvements ensure the experience is smooth, fast, and built to convert.



### ✦ THE RESULTS ✦



STRATEGIC CREATIVE  
MEDIA THAT *ELEVATES*  
*YOUR BRAND*

LET'S TALK

WWW.AMWMEDIA.COM