

AMAZON RFP

STYLE GUIDE

10.2.2017

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H U S T L E

F R O M D A Y O N E

Up early, and up for anything. It's our sheer will and a want-to mentality that fuels our scrappy city's relentless pursuit to make better, do better, be better. To outhustle the world, and outshine the competition.

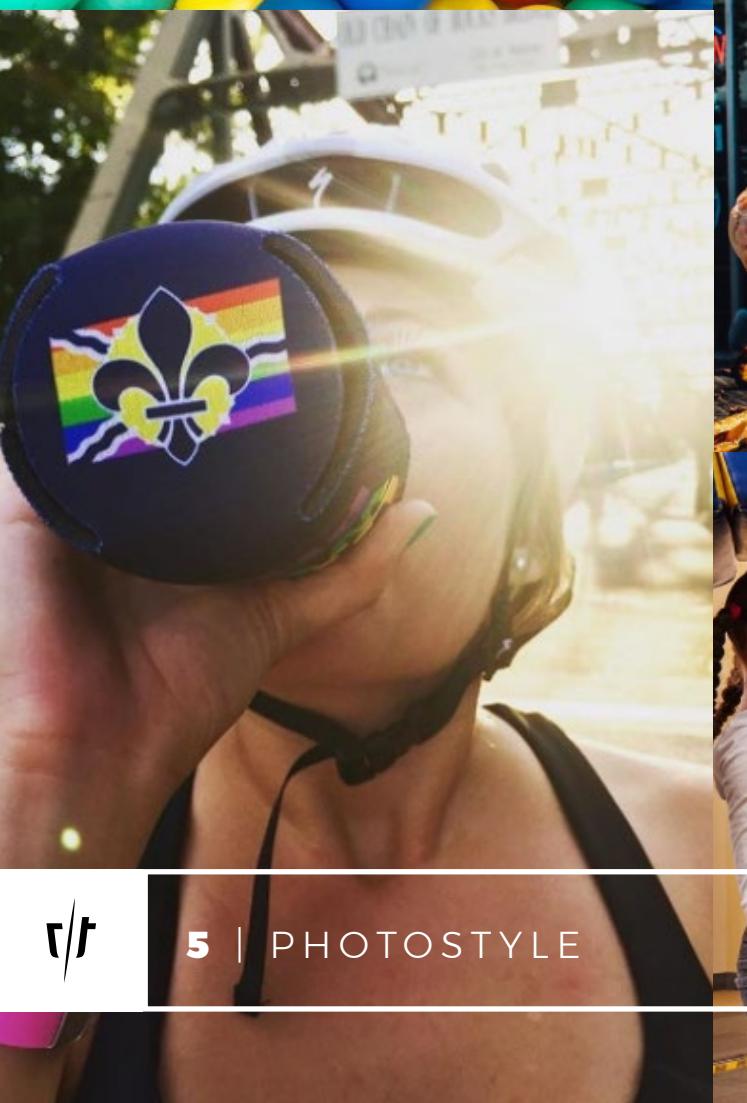
OUR AESTHETIC IS OPTIMISTIC REALISTIC + IN-MOTION

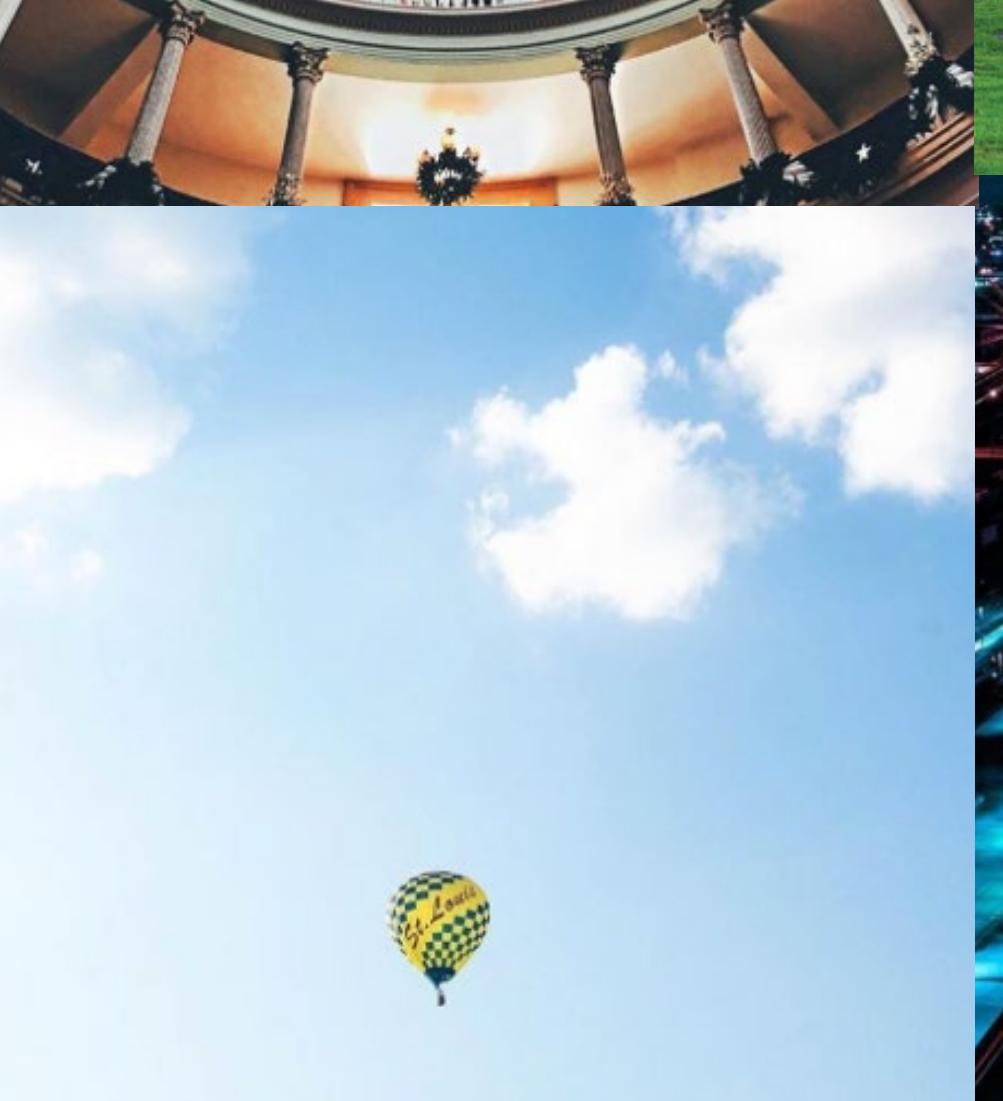
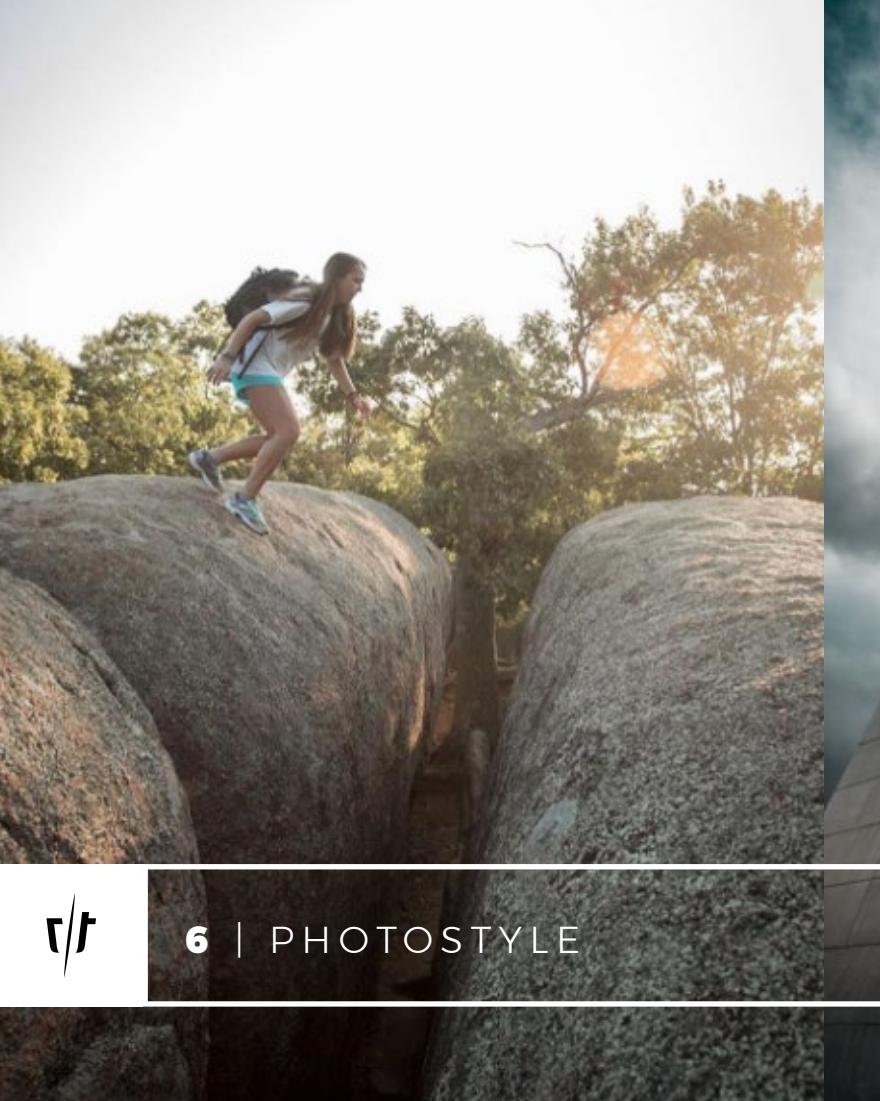
WHAT THAT MEANS

The light of dawn,
sunsets, sweeping views,
tech startups, bright
spaces, and the people
of St. Louis.

WHAT IT DOESN'T

Huge smiles, people
jumping in unison,
choreographed dancing,
or anything that feels
forced, staged or posed.





OUR TONE IS
POSITIVE
DOWN-TO-EARTH
+ **CONFIDENT**

Our tone should always be honest, upbeat, and as friendly as it is fearless – all with a modern Midwest sensibility, and the certain assuredness that comes from knowing St. Louis inside out.

**TO ECHO THE CONCEPT, THE BRANDMARK IS
EVER-CHANGING.**

H U S T L E

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H U S t . L E

H U S T L E

Prior to pushing out a co-branded logo,
please share with:
sam.schmiz@rodgerstownsend.com
kris.wright@rodgerstownsend.com





BRANDMARK FOR PRINT | LETTERHEAD, BROCHURES, ETC

[google doc link](#)



BRANDMARK FOR APPAREL + PROMOTIONAL PRODUCTS

[google doc link](#)



BRANDMARK FOR SMALL SPACES

[google doc link](#)

**OUR COLORSTORY SHOULD BE LEAD BY OUR
PHOTOGRAPHY
+ VIDEO**

PRIMARY COLORS

*should be used for the brandmark
and typography*



#000000
R0 G0 B0
C0 M0 Y0 K100
BLACK



#FFFFFF
R255 G255 B255
C0 M0 Y0 K0
WHITE



#ADDfed
R173 G224 B238
C30 M0 Y5 K0
SKY BLUE



#81A8B4
R130 G169 B180
C30 M0 Y5 K30
SLATE BLUE

SECONDARY COLORS

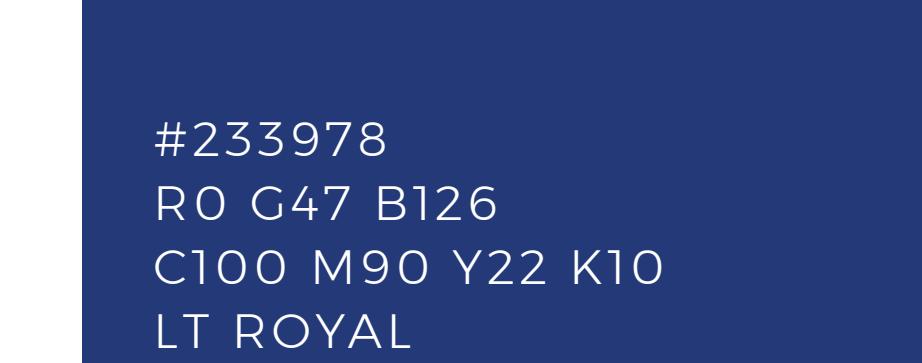
should be used as minimal accents only



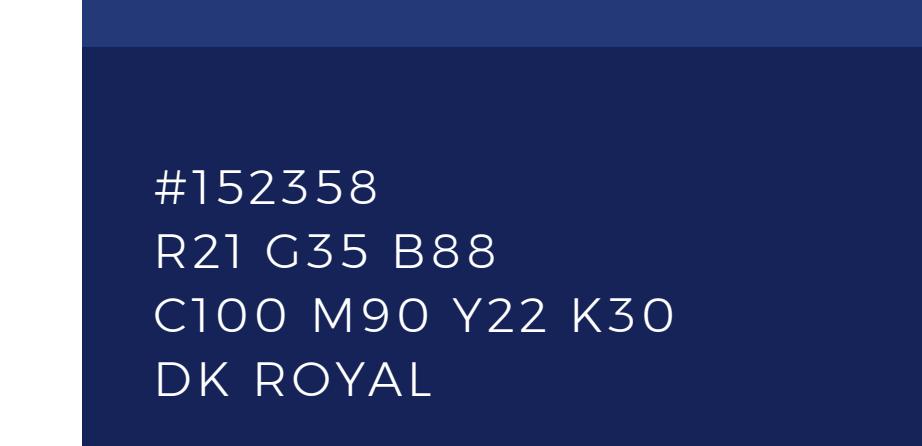
#F6E015
R246 G244 B21
C6 M6 Y98 K0
LT YELLOW



#C9B912
R201 G185 B19
C6 M6 Y98 K20
DK YELLOW



#233978
R0 G47 B126
C100 M90 Y22 K10
LT ROYAL



#152358
R21 G35 B88
C100 M90 Y22 K30
DK ROYAL



#CD1F39
R205 G21 B56
C13 M100 Y80 K3
LT RED



#991026
R153 G17 B39
C13 M100 Y81 K33
DK RED

TYPOGRAPHY

HEADLINE + BODY COPY | MONTSERRAT LIGHT

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
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

SUBHEAD | MONTSERRAT SEMIBOLD

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
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

The background of the image is a photograph of a park at sunset. The sky is a gradient from dark blue to bright orange and yellow. Silhouettes of trees are visible against the sky. In the foreground, there are silhouettes of people walking and sitting on a grassy hill. A ferris wheel is visible in the distance. A bright, glowing light source, possibly a fire or a street lamp, is on the right side.

HUSTLE

FROM DAY ONE

SITE

These are working layouts of the website.



VIDEO

All video should have enough space to be cropped to a square - both for social and the site.

TITLE CARDS

Overlay a compelling line on top of a still portrait of the person being interviewed. For readability, the portrait should have black overlaid at 30% opacity.



SOCIAL COVER + PROFILE

Overlay a file from the social assets folder that ends with _C on all cover images, and use the corresponding file that ends with _P for all profile images.



SOCIAL POSTS

These are sample social posts. You are encouraged to make this your own with the files here:

Hashtags:

#Amazon2STL

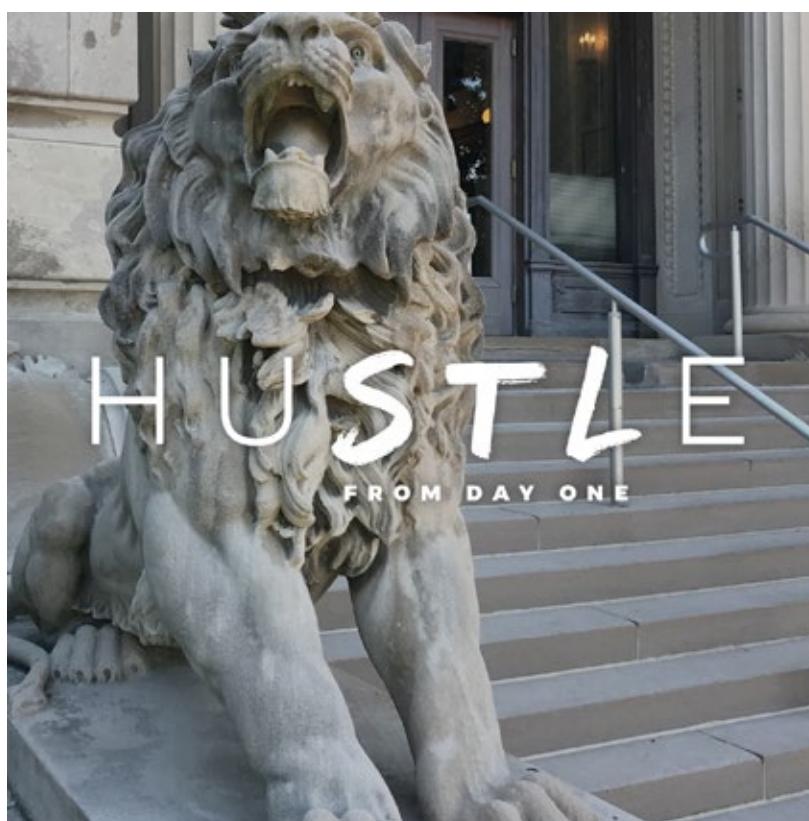
#STLHustle



Sample Facebook Post
Sponsored ·

What an incredible partner Amazon would be as we continue to shape the future of St. Louis. Let's show them why we're the perfect fit. Calling all St. Louisians – share how you hustle every day to make the Lou great. And don't forget the hashtags #Amazon2STL #STLHustle

Like Comment Share



St. Louis Cardinals
Sponsored ·

Hey Amazon, we know a thing or two about hustle. Let us show you how that makes all the difference in St. Louis. On the field. And in our community. #Amazon2STL #STLHustle

Like Comment Share

COMMUNITY

This is an example of a subheadline.

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**It's not the years in your
life that count.
It's the life in your years.**

It's the life in your years.

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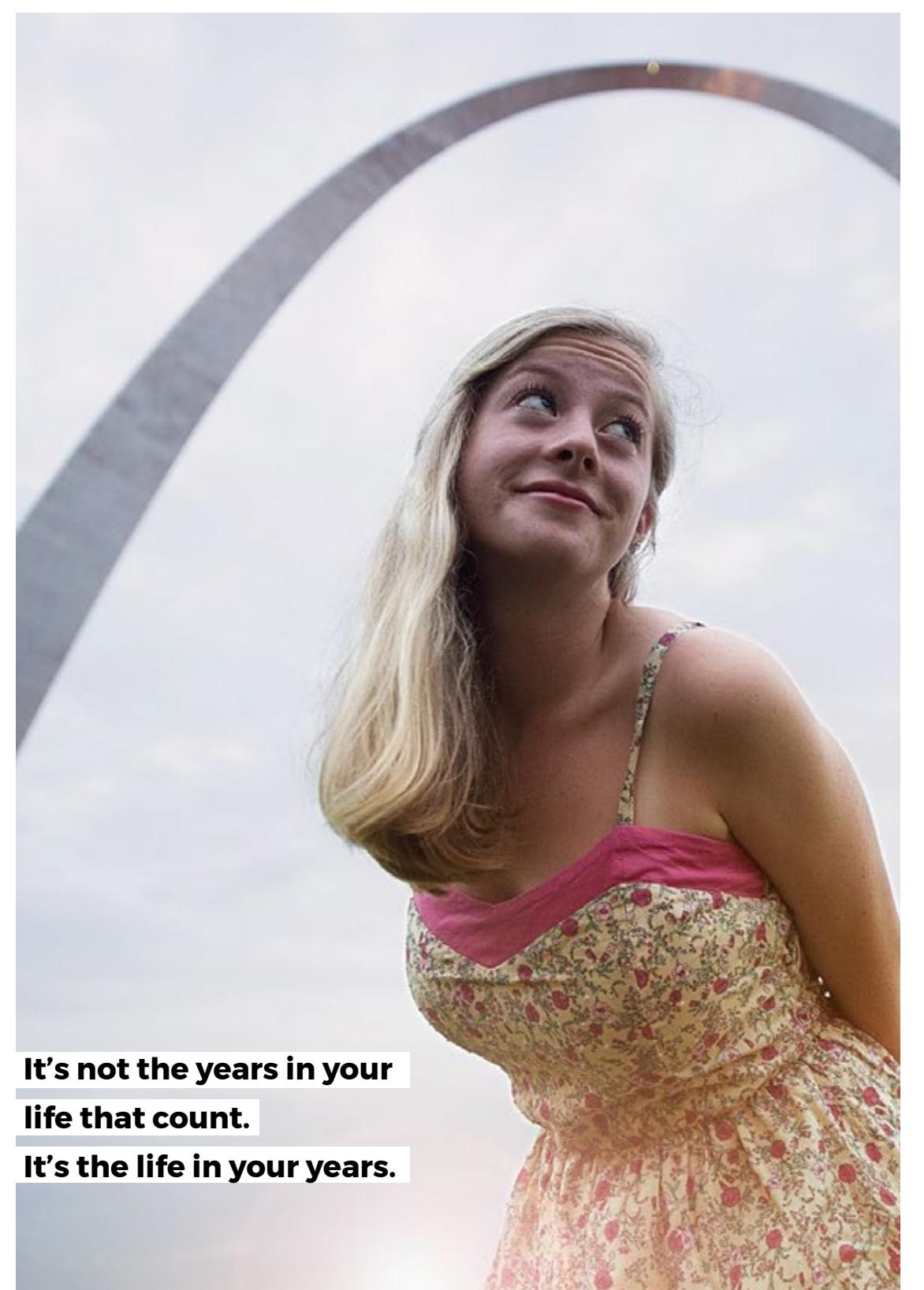


This is an example of a subheadline.

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**It's not the years in your
life that count.
It's the life in your years.**



This is an example of a subheadline.

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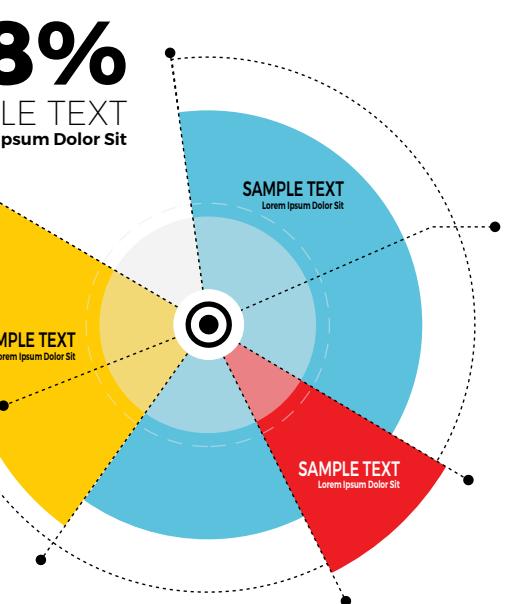
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SAMPLE TEXT

###



SAMPLE TEXT

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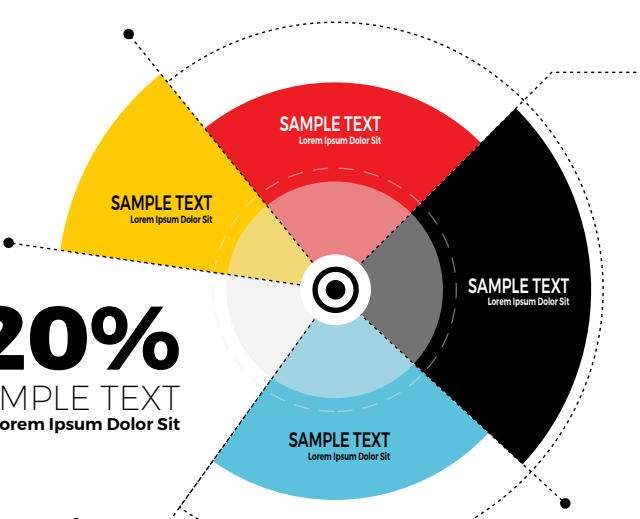
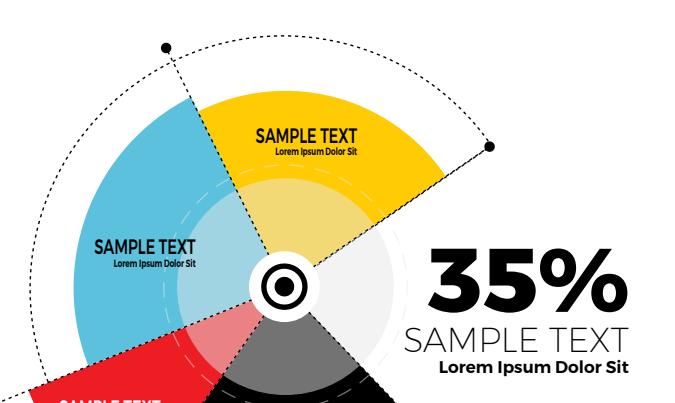
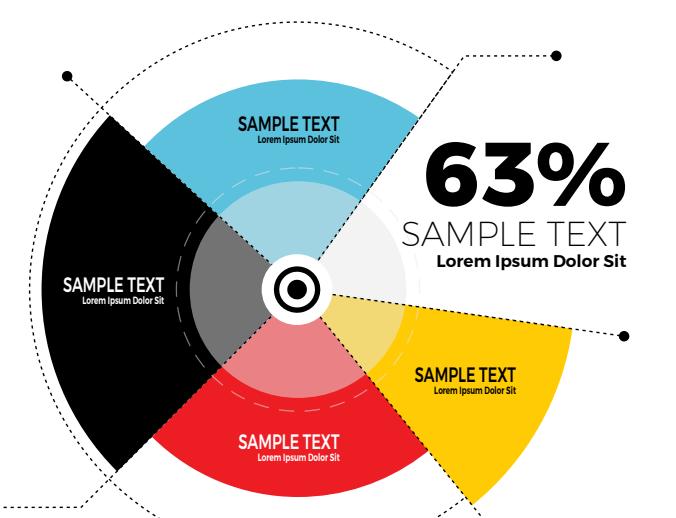
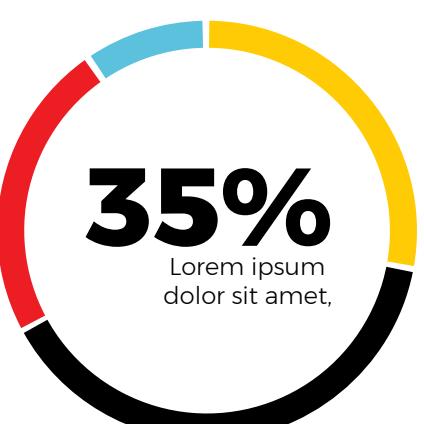
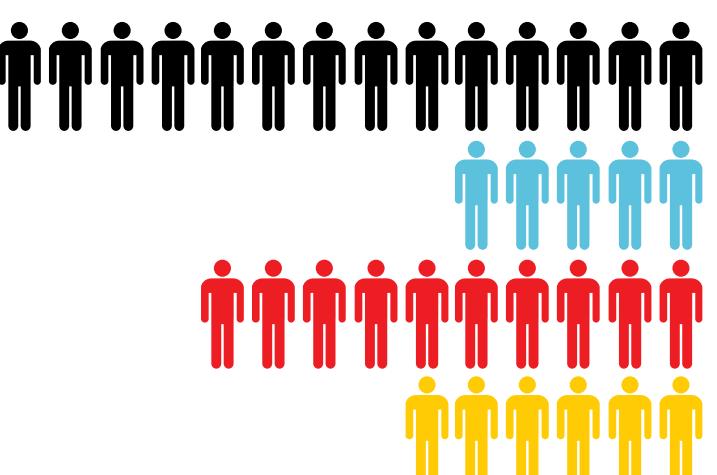


Figure 1. A schematic diagram of the model.



This is an example of a subheadline.

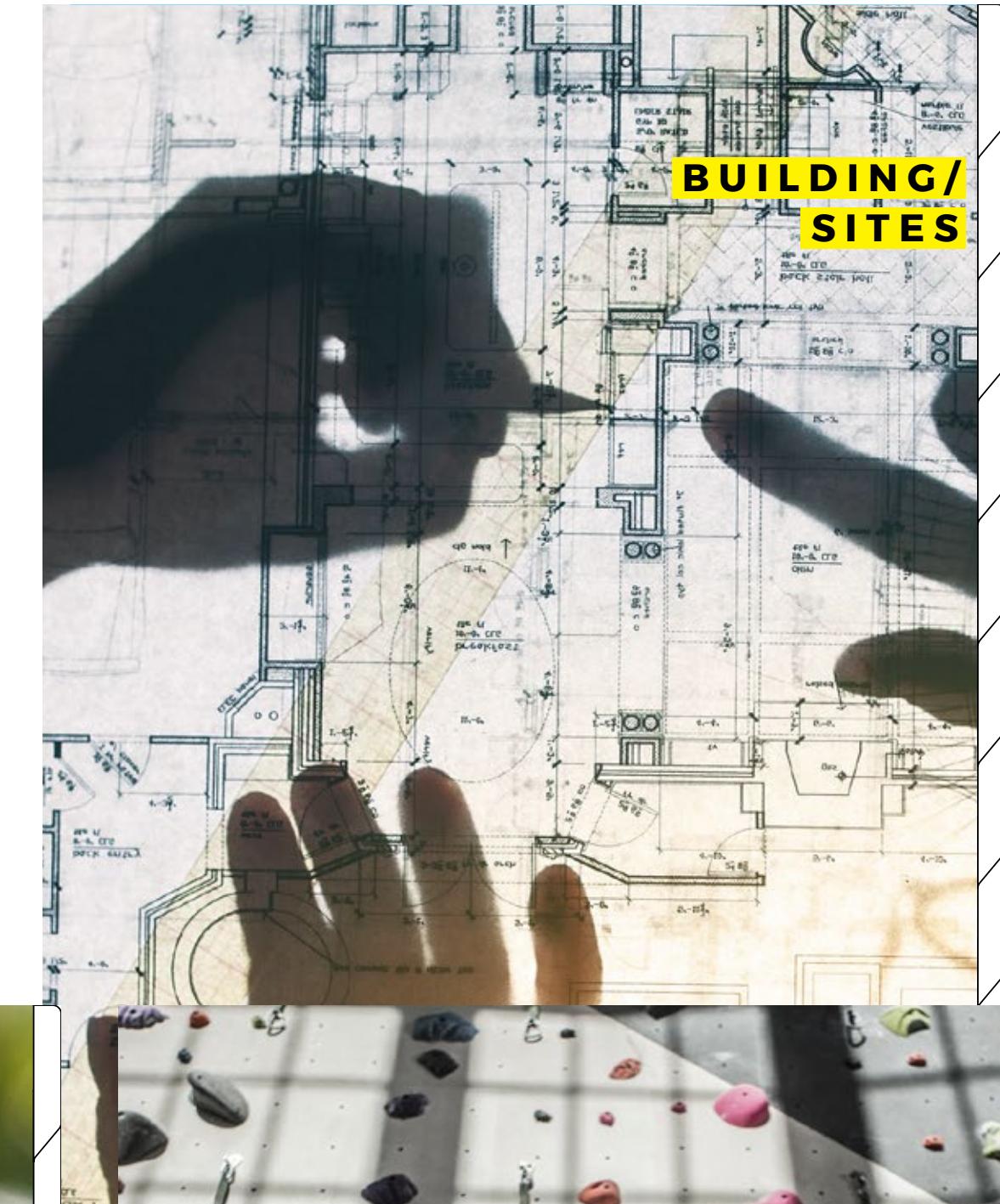
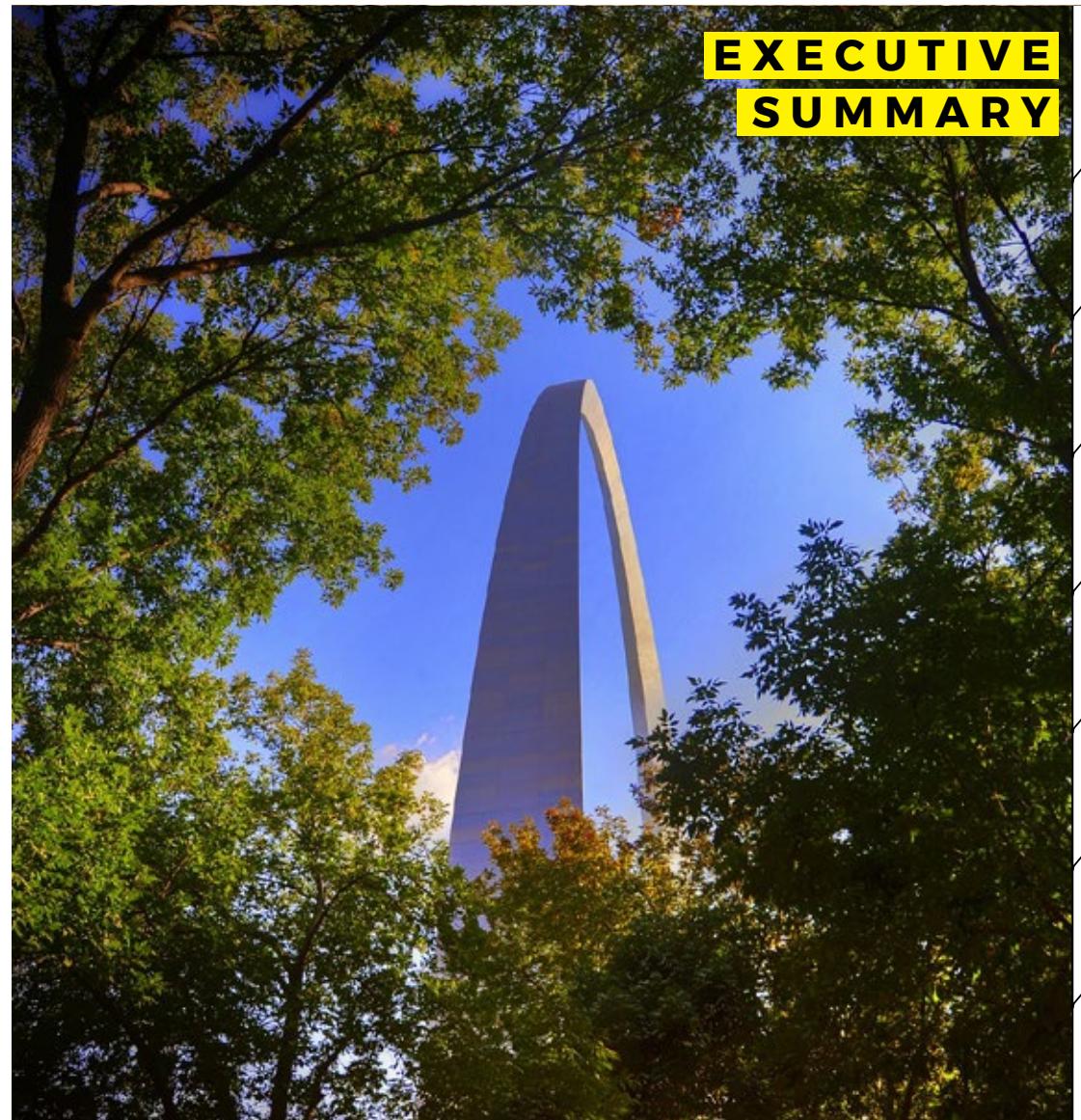
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RFP TABS

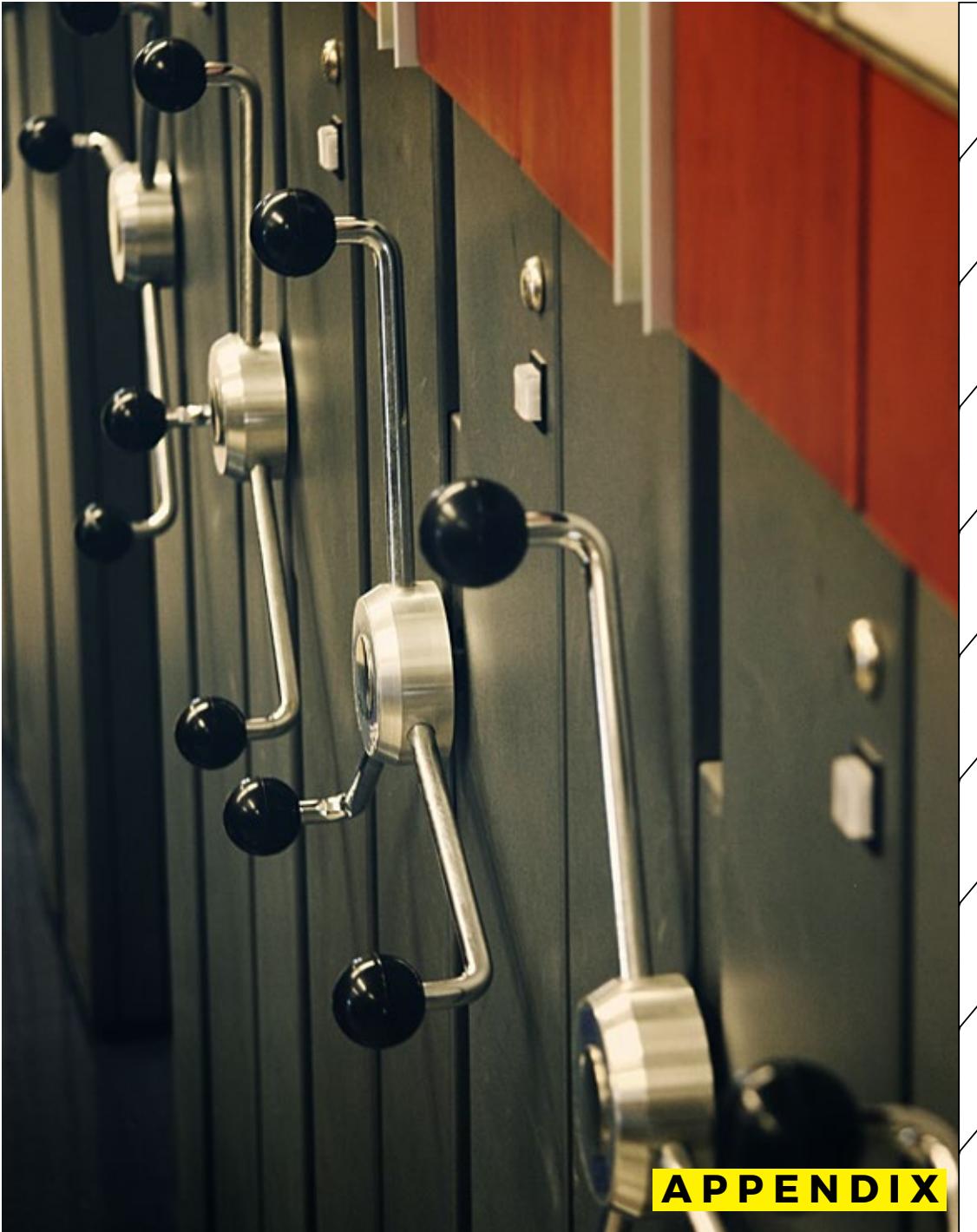
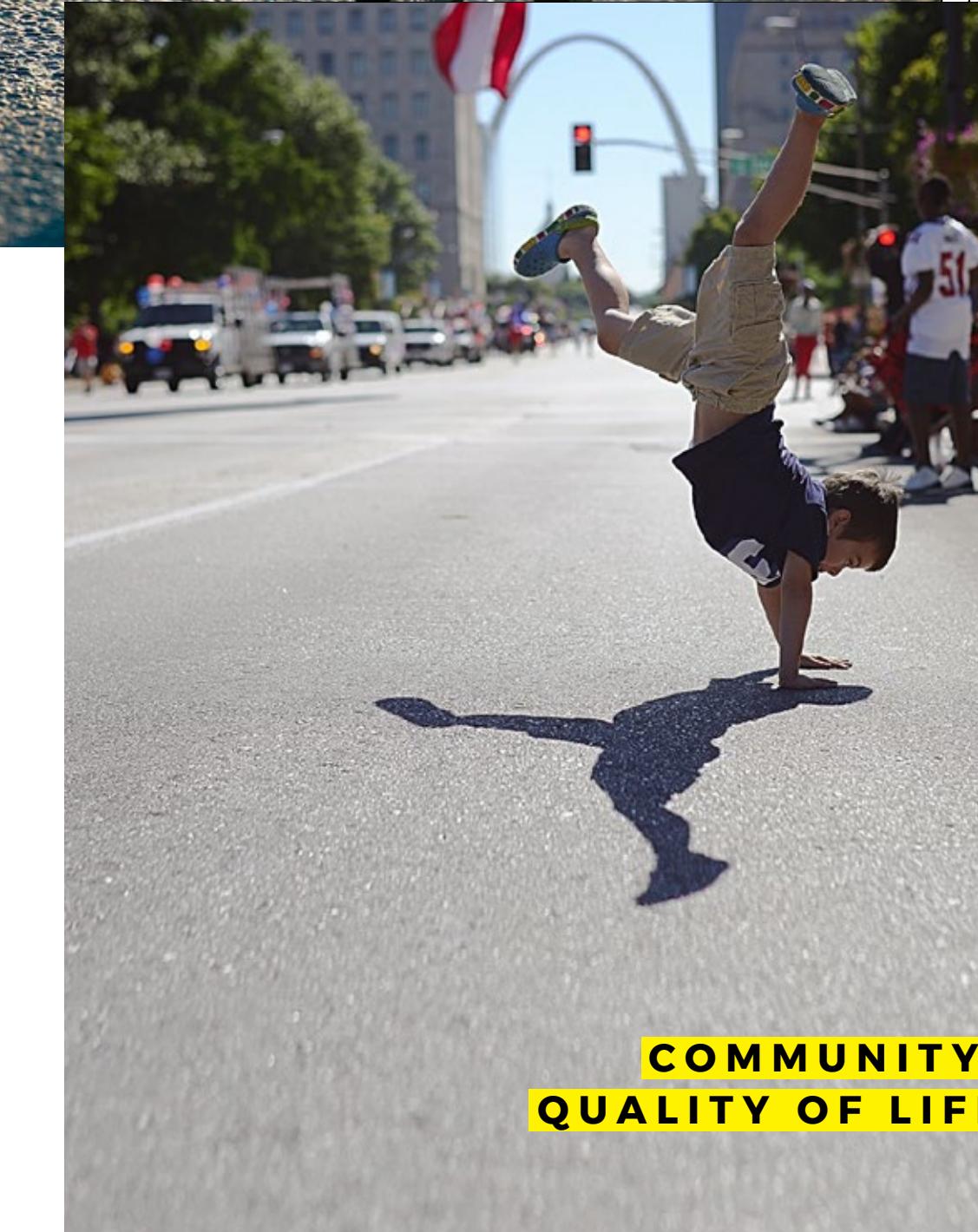
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RFP TABS

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THANK YOU