

# AMAZON RFP

## STYLE GUIDE

10.2.2017

# CONTENTS

- 3** | Concept
- 4** | Aesthetic
- 5** | Photostyle
- 7** | Tone
- 8** | Brandmark
- 10** | Co-Branded Marks
- 11** | Brandmark Versions
- 12** | Colorstory
- 14** | Typography
- 15** | Executions
  - 16** Website
  - 17** Video
  - 18** Social
  - 20** RFP Template
  - 22** RFP Tabs

# HUSTLE

FROM DAY ONE

---

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  E

H U *STL* E

H U **STL** E

H U *STL* E

HUSTLE

HUSTLE

HUSTLE

HUSTLE

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

H U S T L E  
FROM DAY ONE

---

BRANDMARK FOR PRINT | LETTERHEAD, BROCHURES, ETC

[google doc link](#)

H U  E  
FROM DAY ONE

---

BRANDMARK FOR APPAREL + PROMOTIONAL PRODUCTS

[google doc link](#)

H U S T L E

---

BRANDMARK FOR SMALL SPACES

[google doc link](#)

**OUR COLORSTORY SHOULD BE LEAD BY OUR**

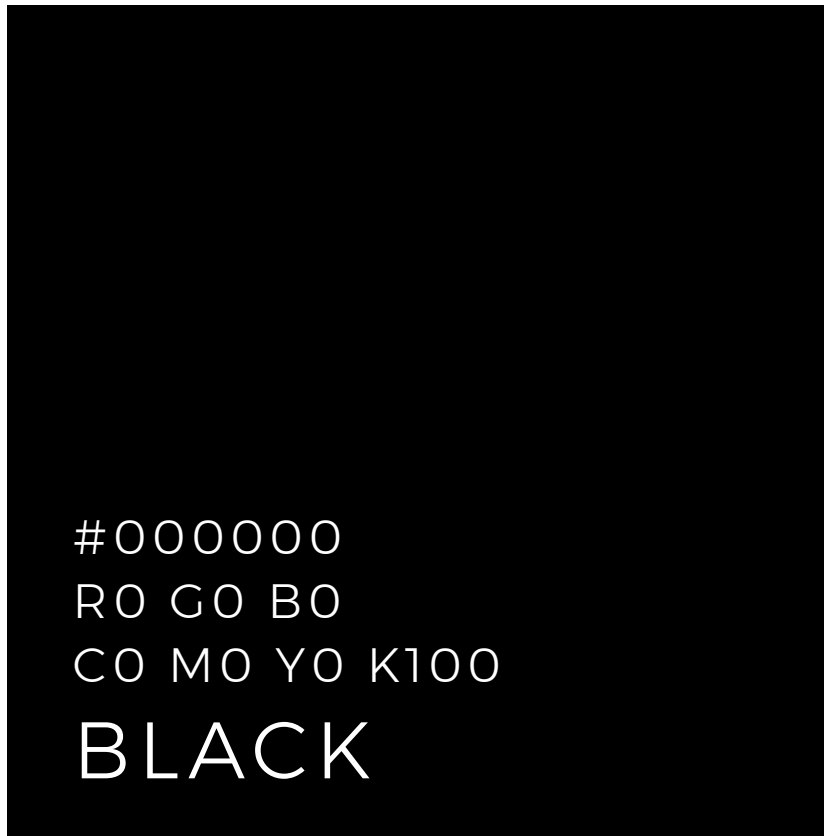
PHOTOGRAPHY

+ VIDEO

---

## PRIMARY COLORS

*should be used for the landmark  
and typography*



---

## SECONDARY COLORS

*should be used as minimal accents only*



# 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**

# HUSTLE

FROM DAY ONE



## SITE

These are working layouts of the website.

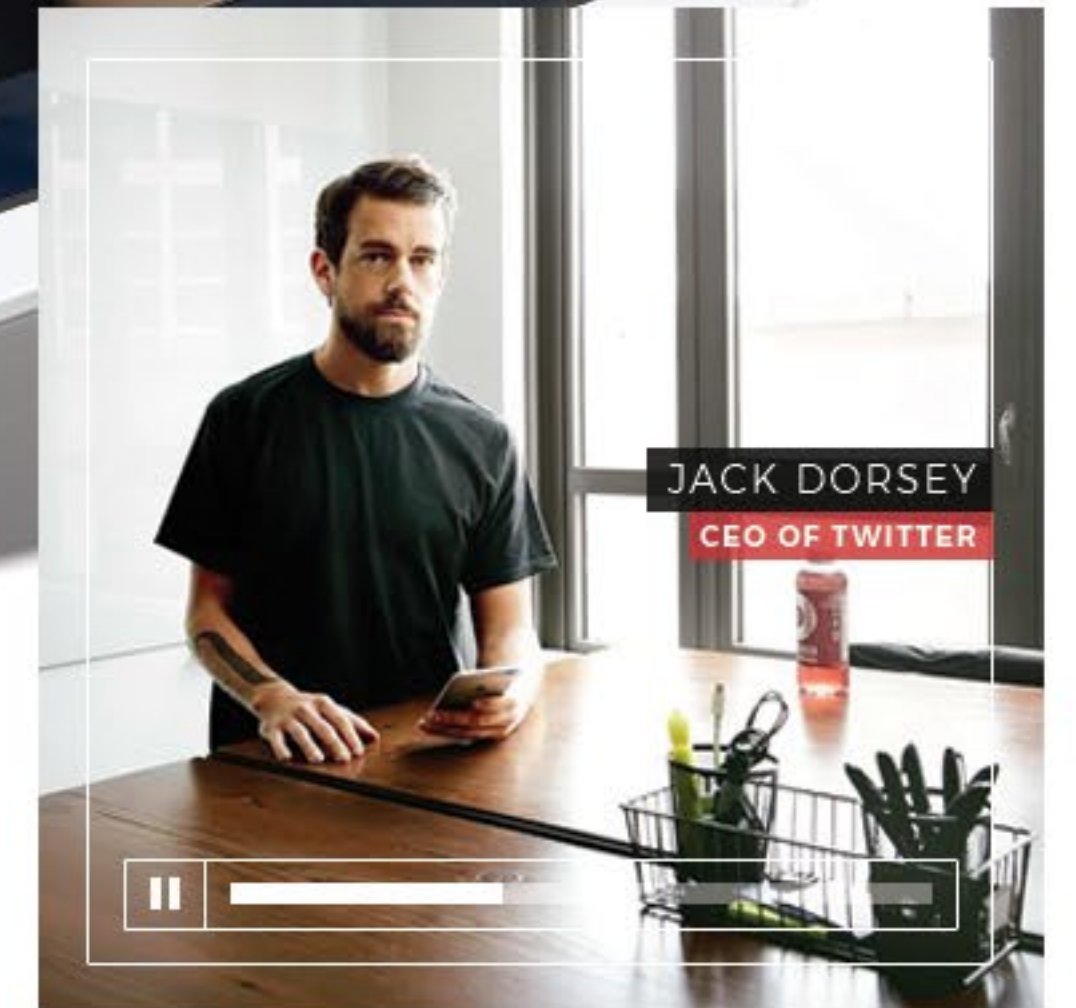
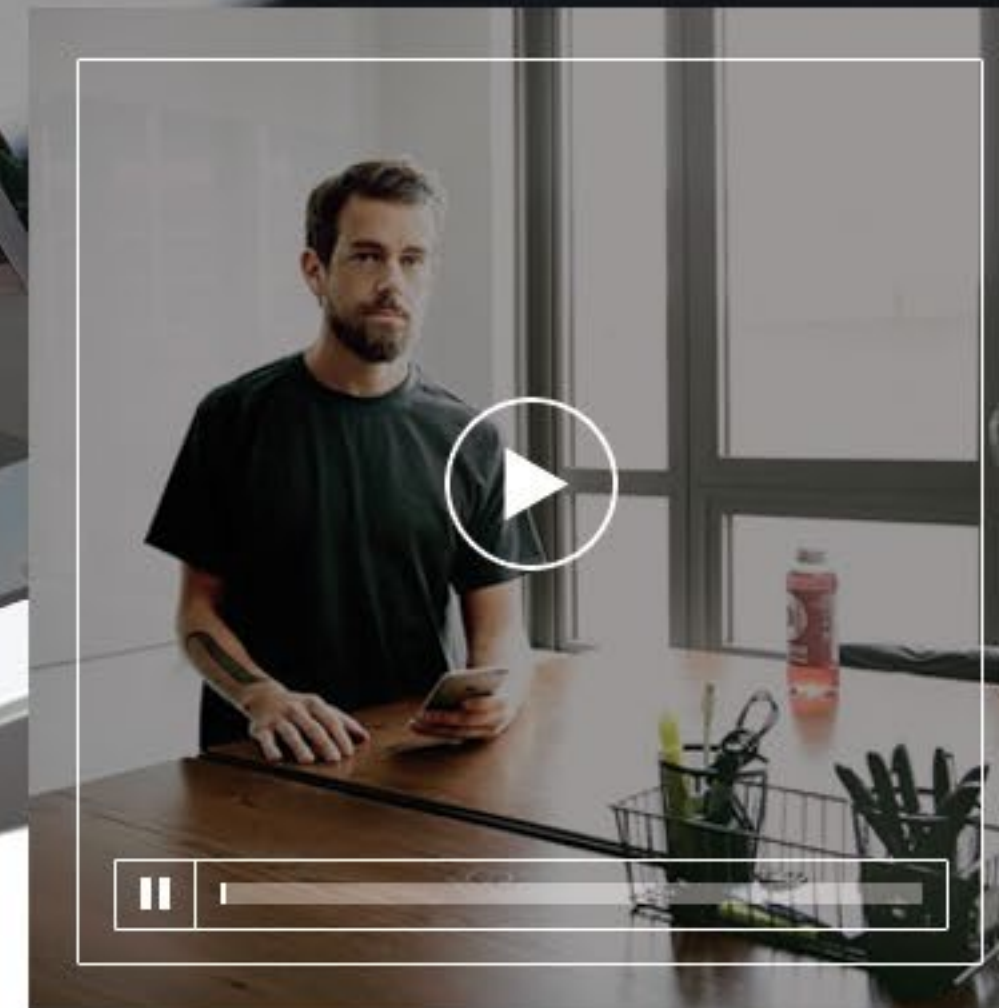
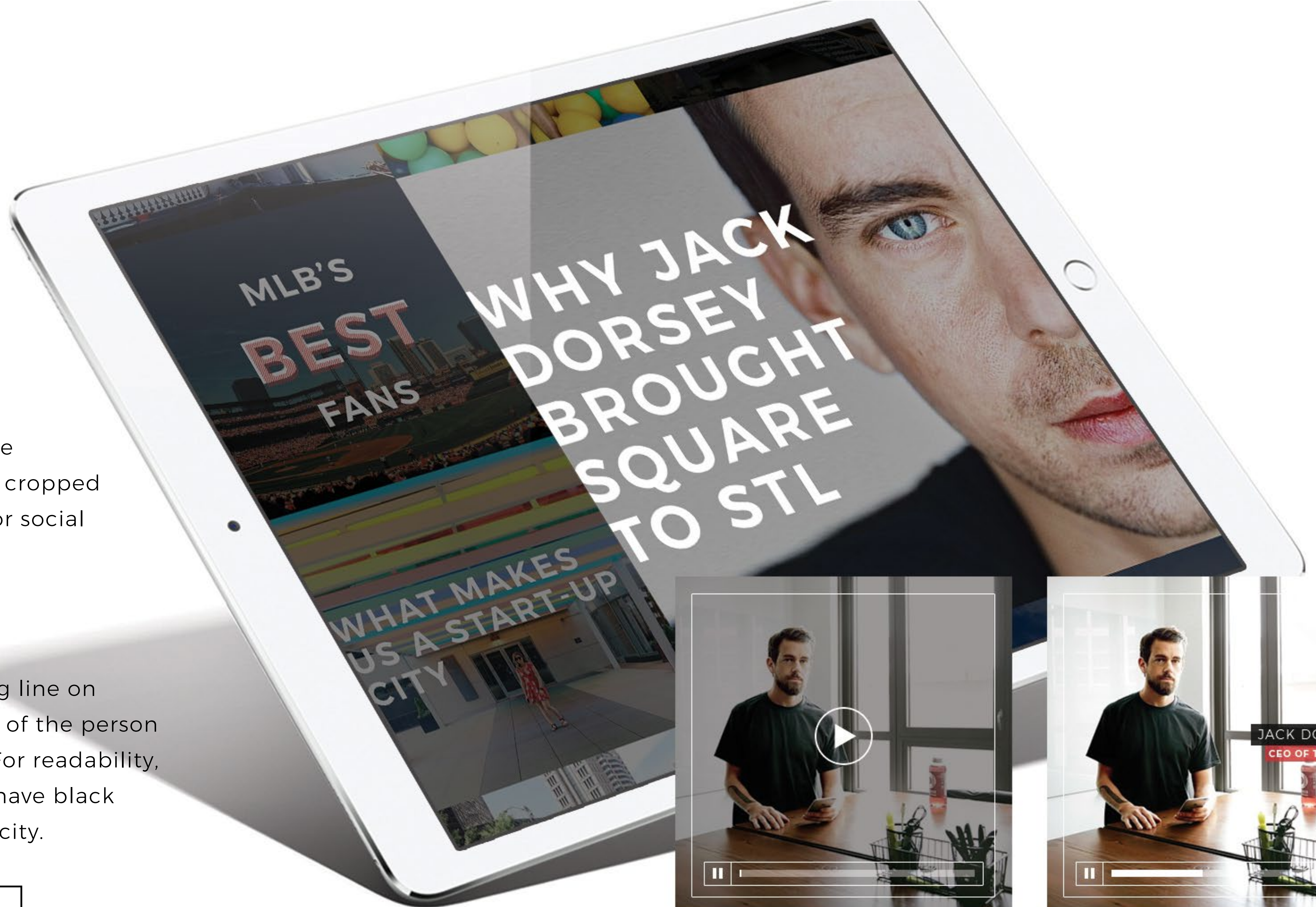


## VIDEO

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 assets can be found here:*

<https://drive.google.com/drive/folders/OB9CxX5Ndg7QtcnVJeGFvaGtmUjg?usp=sharing>

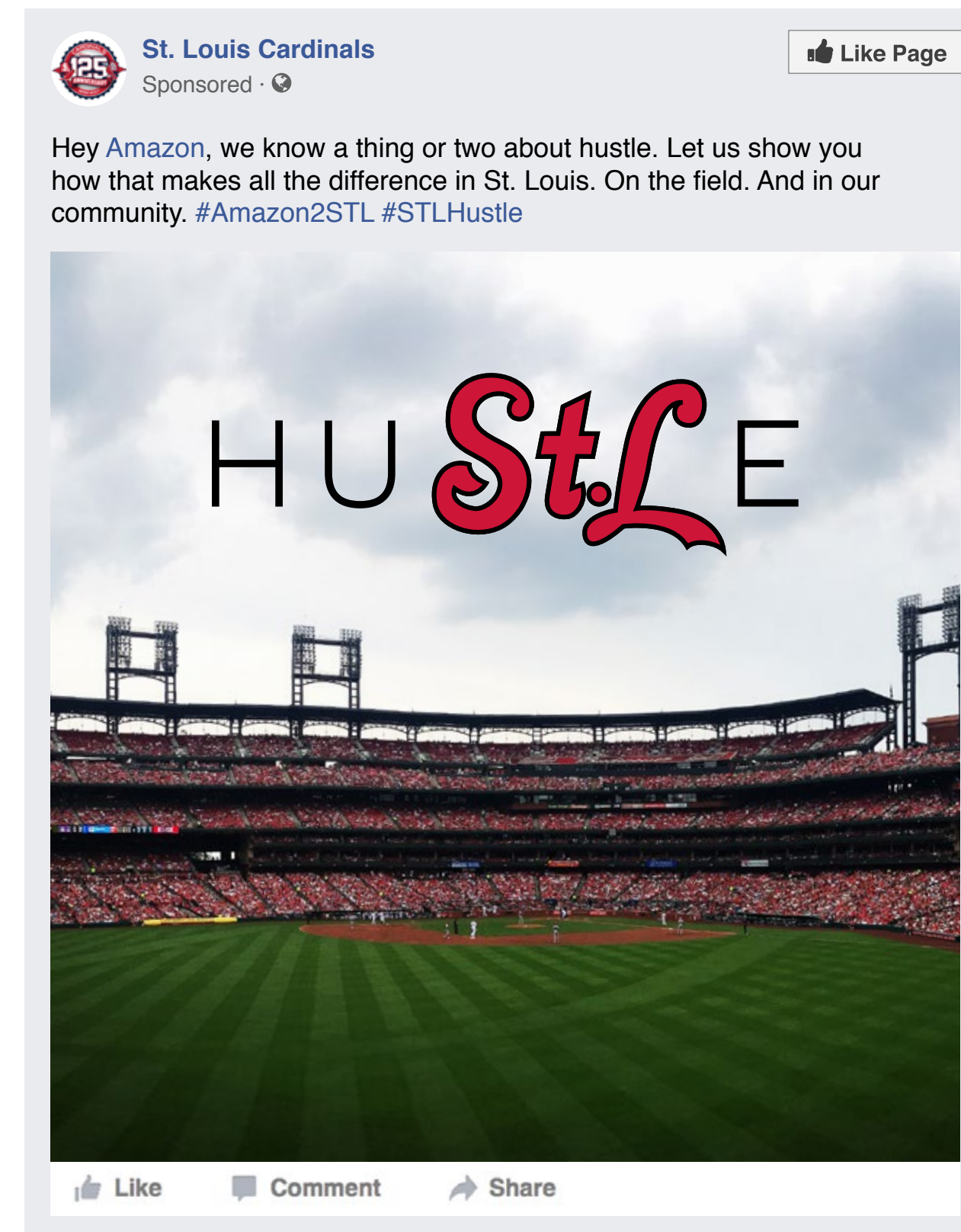
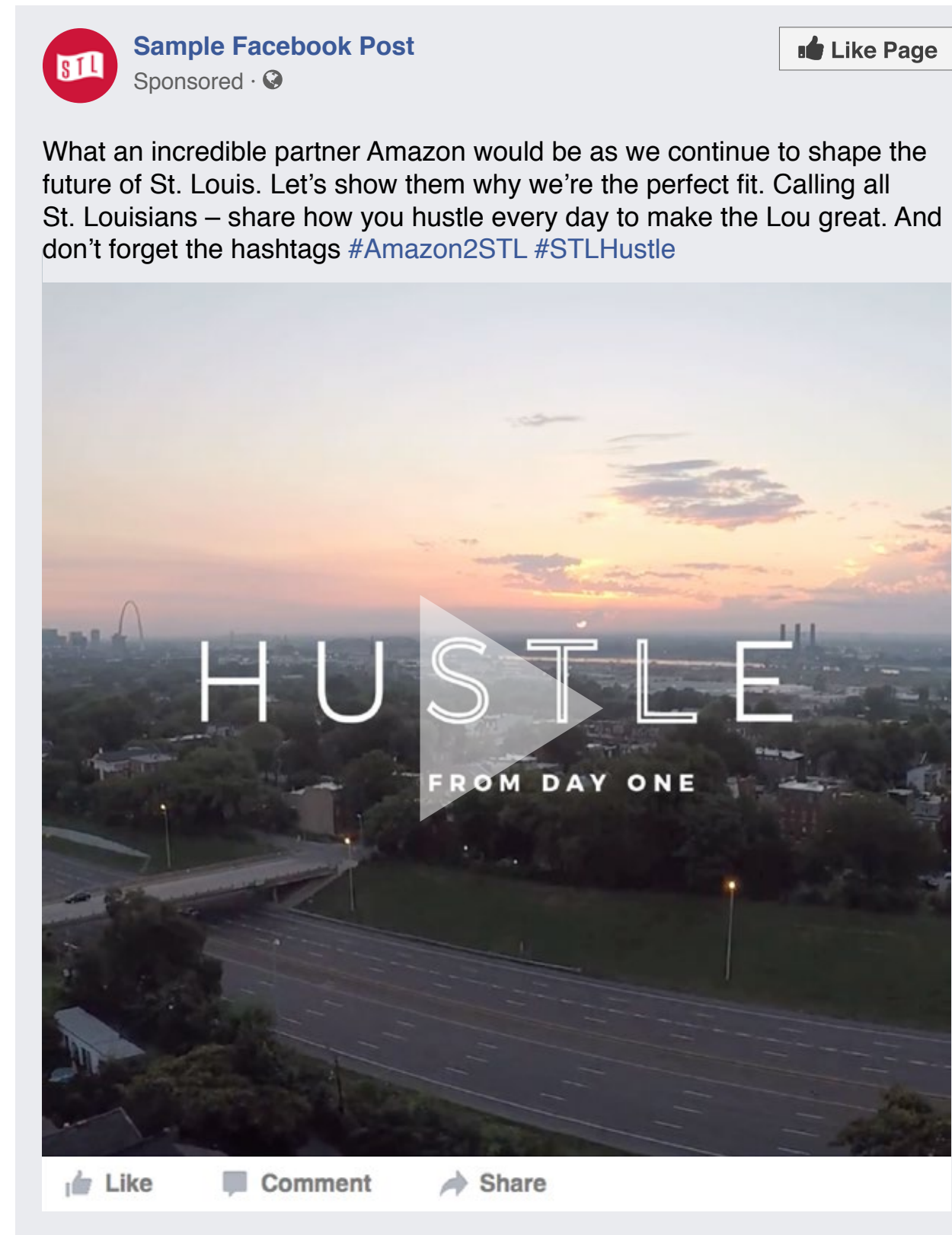
## SOCIAL POSTS

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

Hashtags:

#Amazon2STL

#STLHustle



# COMMUNITY

## This is an example of a subheadline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

## If you need a place for alternate subheads.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

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



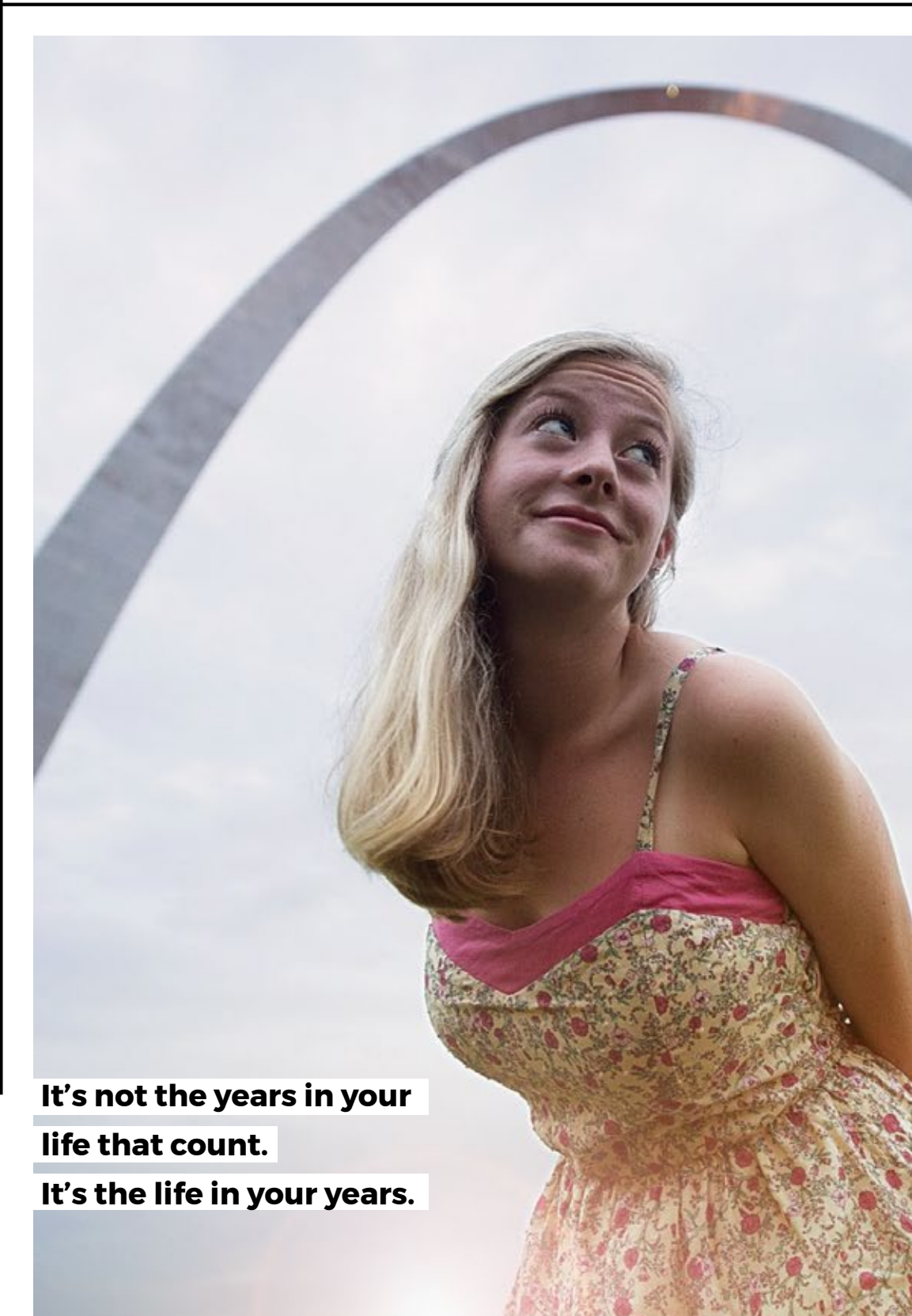
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.



## This is an example of a subheadline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

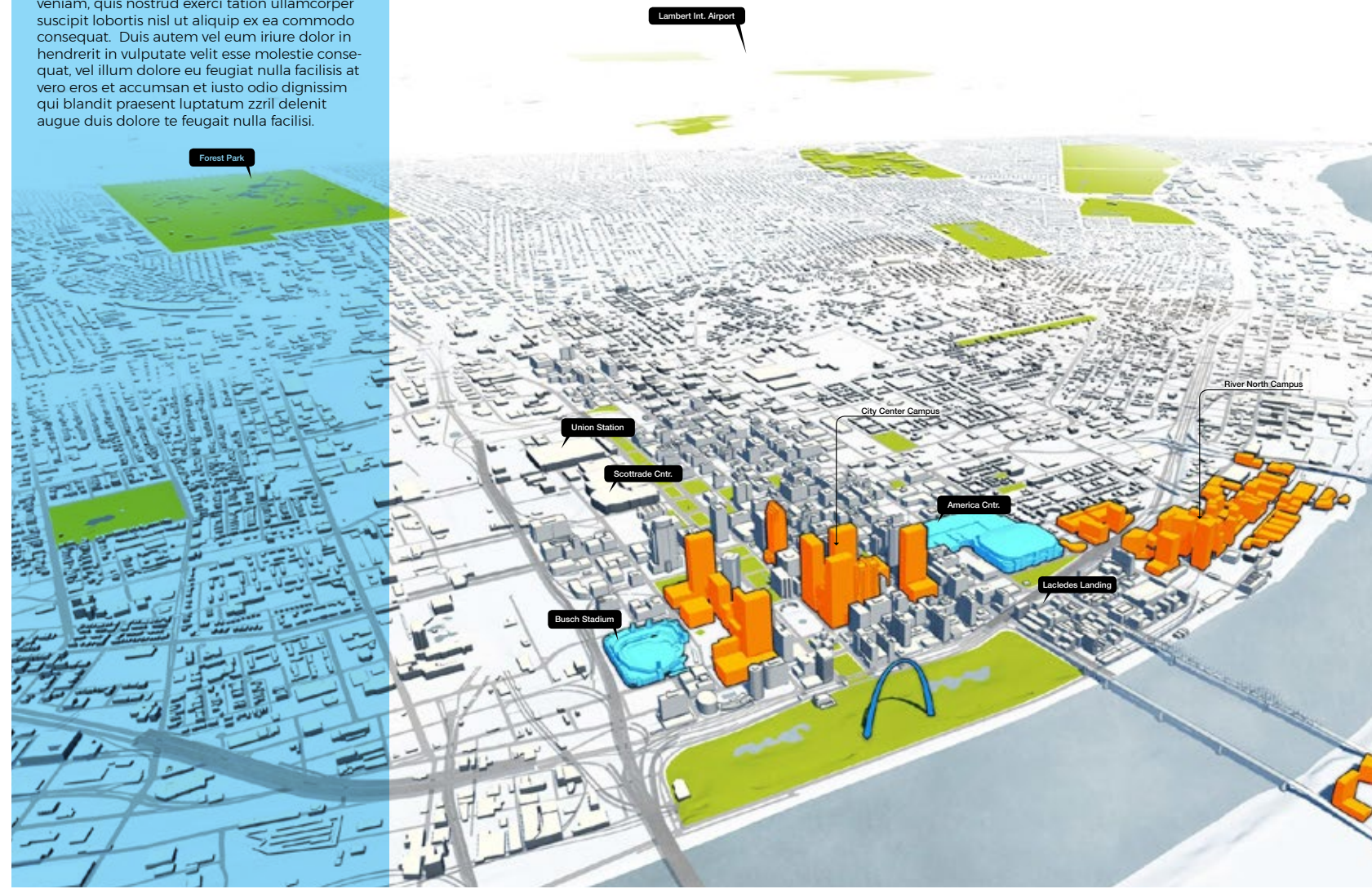
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.



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

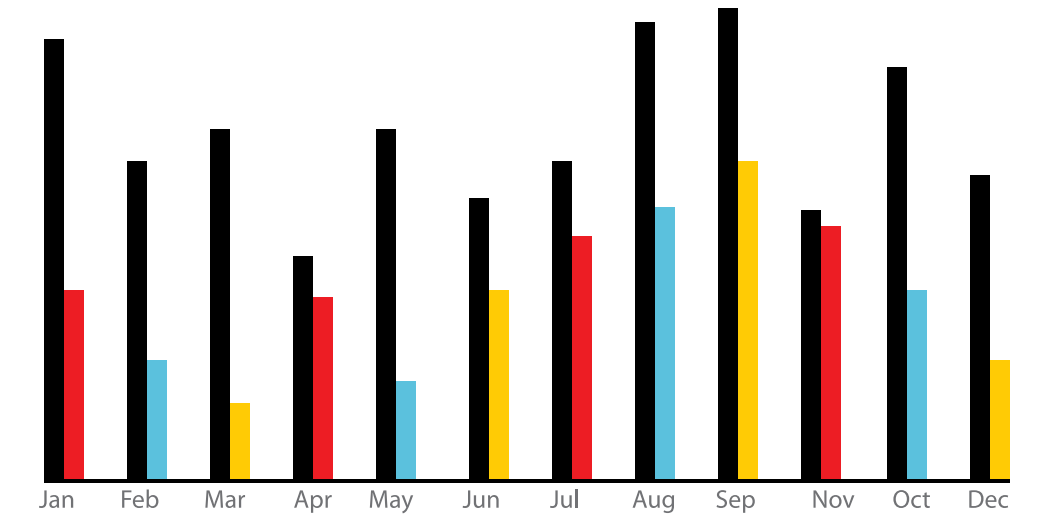
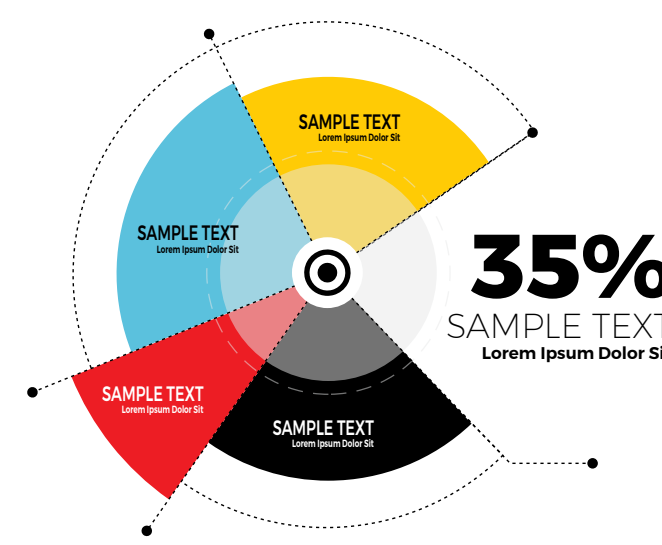
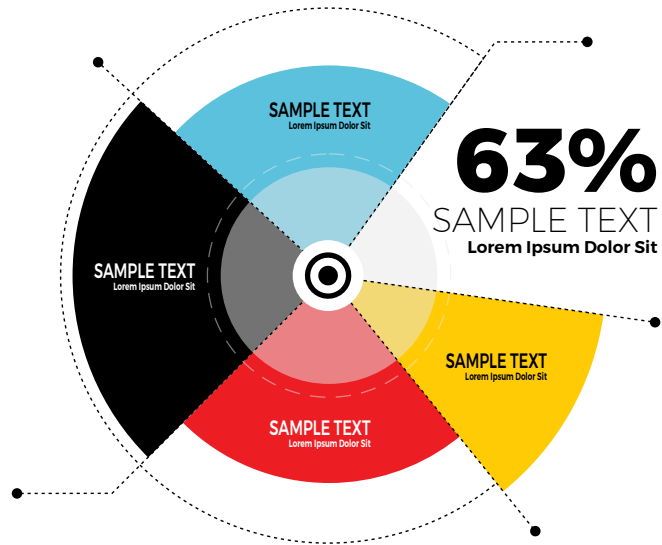
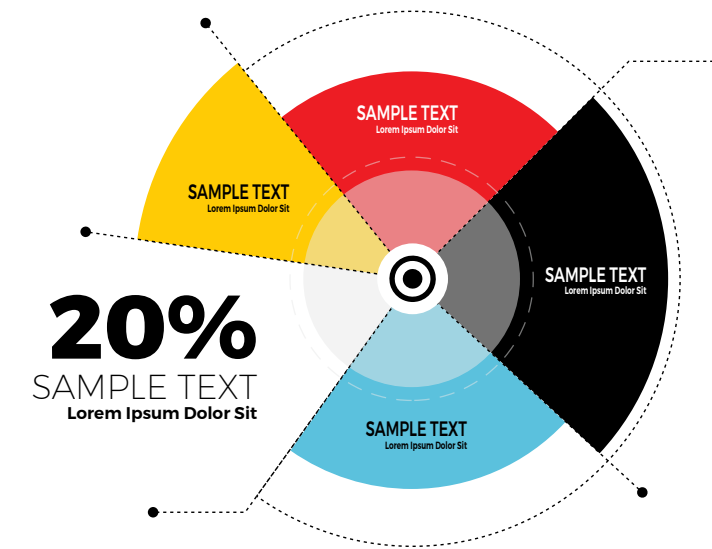
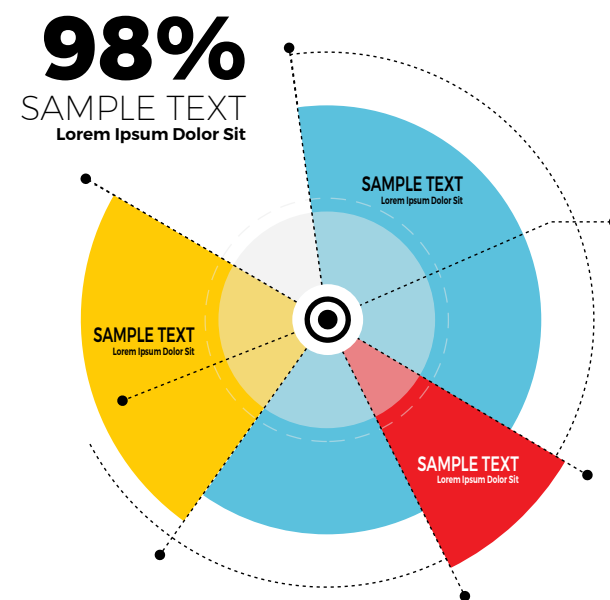
**This is an example of a subheadline.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.



**This is an example of a subheadline.**

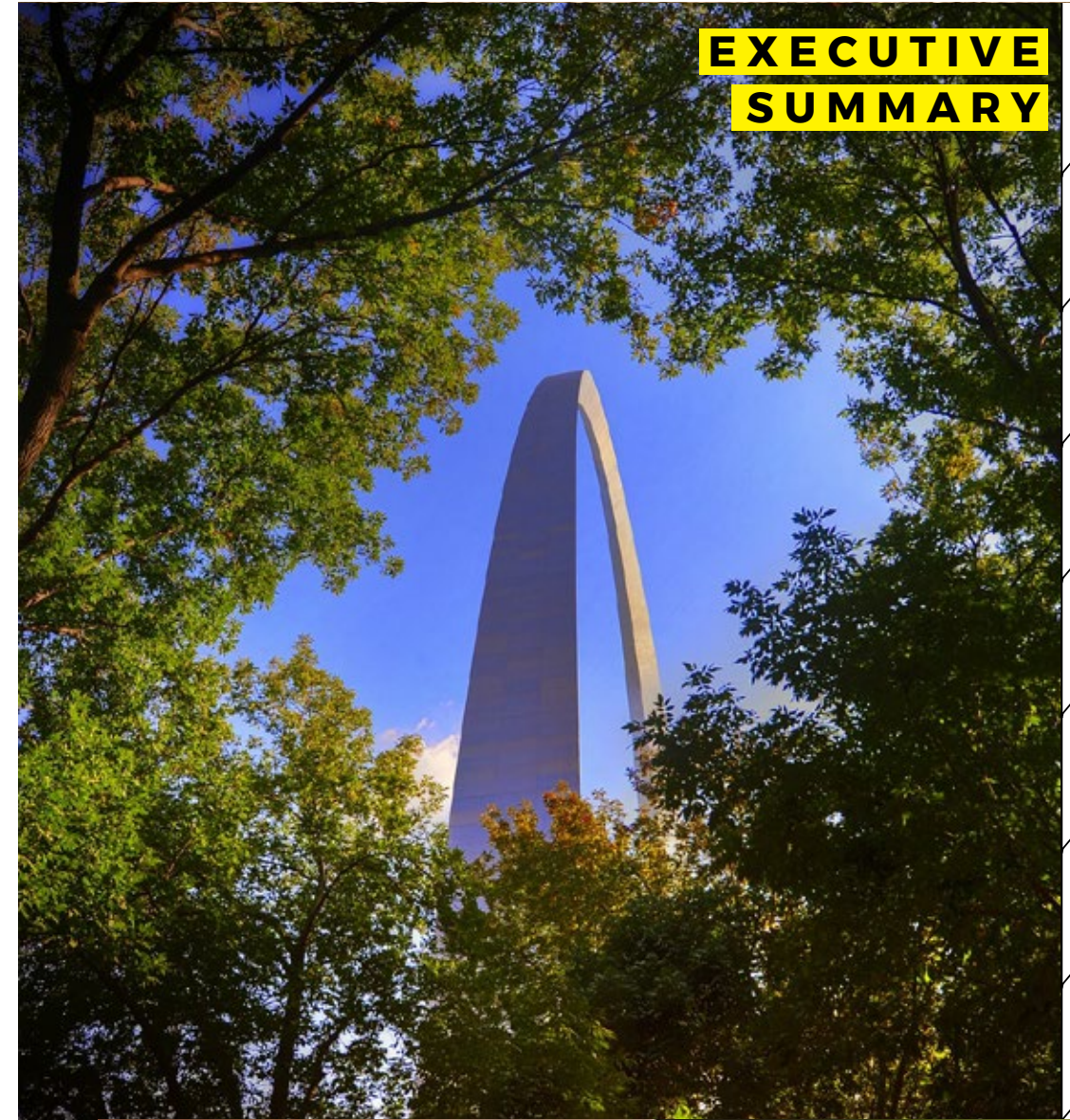
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.



**This is an example of a subheadline.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.





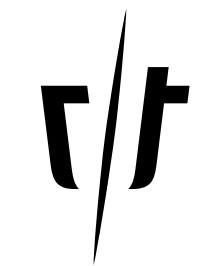
**RFP TABS**

These are the divider tabs for the printed RFP document.



## RFP TABS

These are the divider tabs for the printed RFP document.



THANK YOU