

**AGENCY MATCH
LOGO SYSTEM**

**VISUAL
IDENTITY
GUIDE**

AGENCY MATCH

LOGO

A | G | E | N | C | Y
M | A | T | C | H

AGENCY MATCH

PRIMARY LOGO

A | G | E | N | C | Y
M | A | T | C | H

AGENCY MATCH

INVERTED COLORS

A | G | E | N | C | I | Y
M | A | T | C | H

AGENCY MATCH

ONE COLOR

A | G | E | N | C | Y
M | A | T | C | H

AGENCY MATCH

GRAYSCALE

A | G | E | N | C | Y
M | A | T | C | H

AGENCY MATCH

BLACK&WHITE

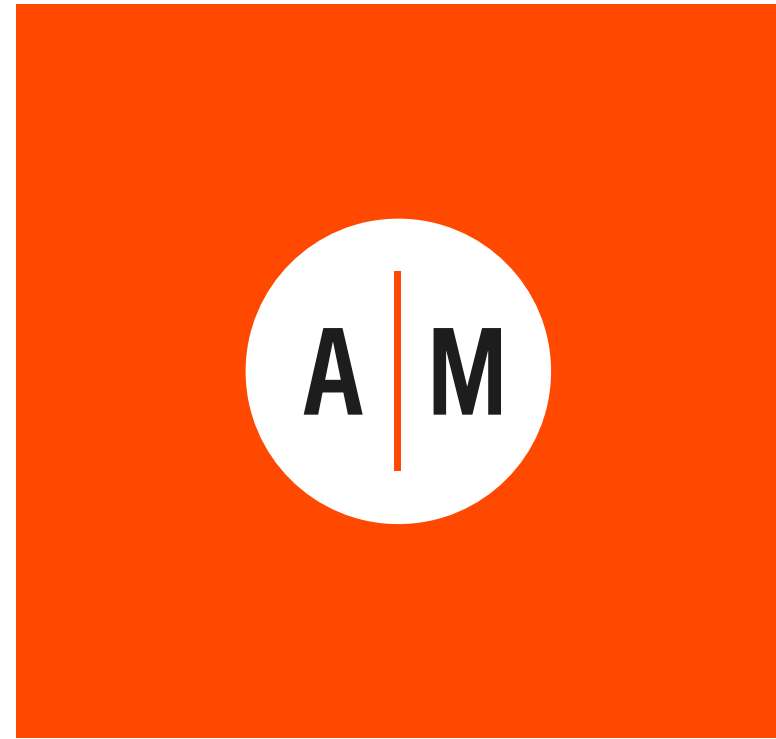
A | G | E | N | C | Y
M | A | T | C | H

AGENCY MATCH

NEGATIVE

AGENCY MATCH

ICON/AVATAR

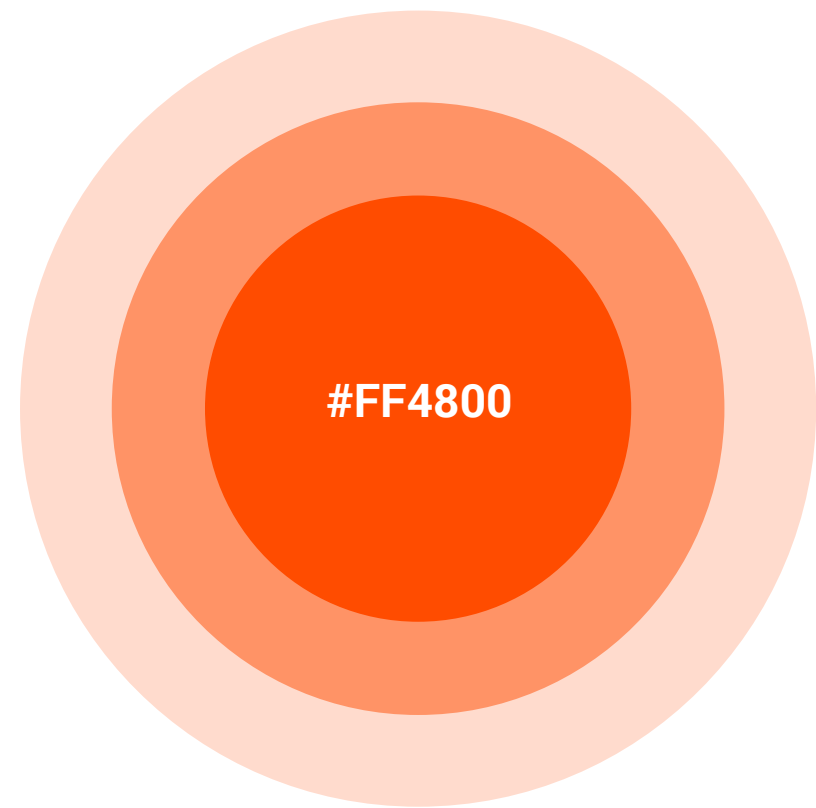


AGENCY MATCH

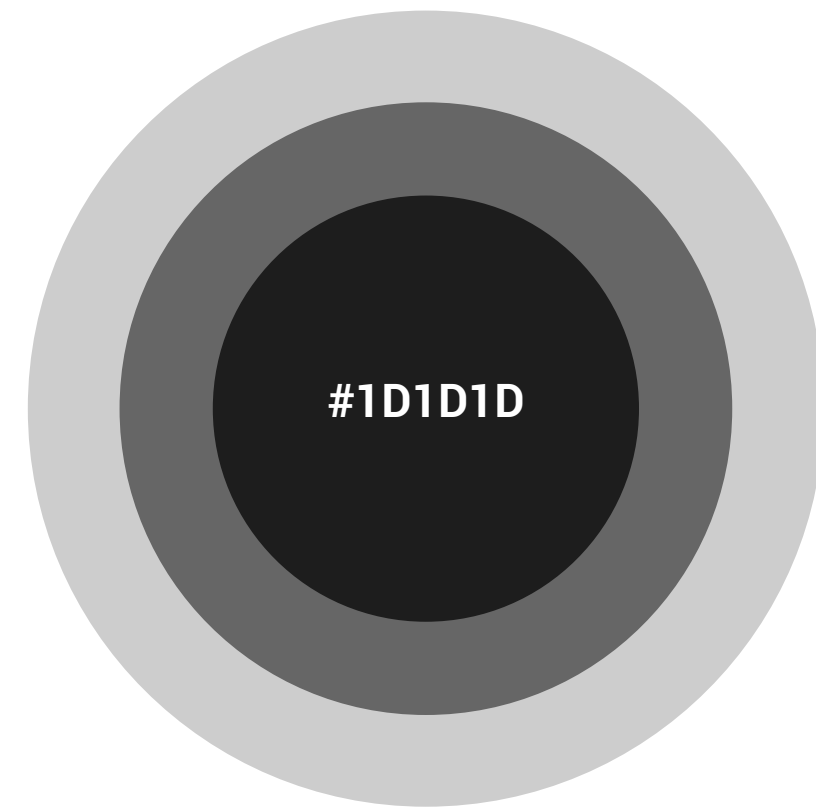
ICON/AVATAR

AGENCY MATCH

COLORS



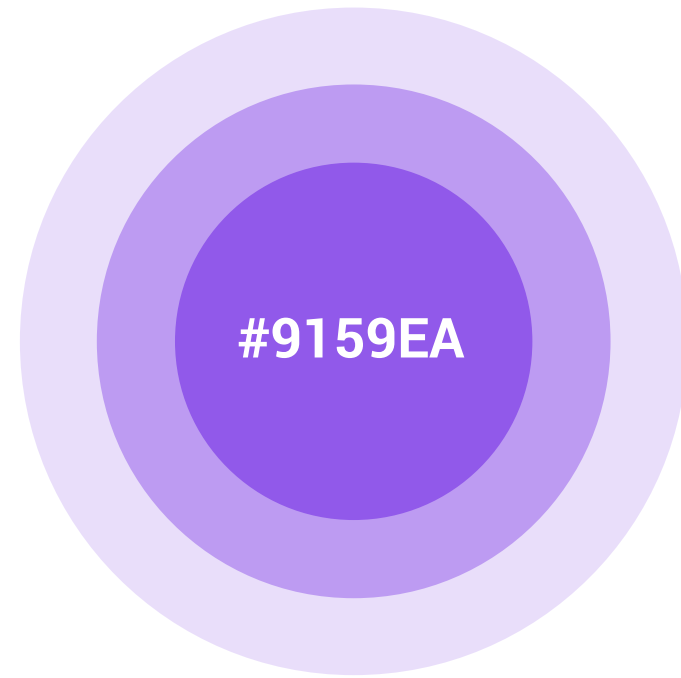
AM Orange
Pantone 1655c



AM BLACK

AGENCY MATCH

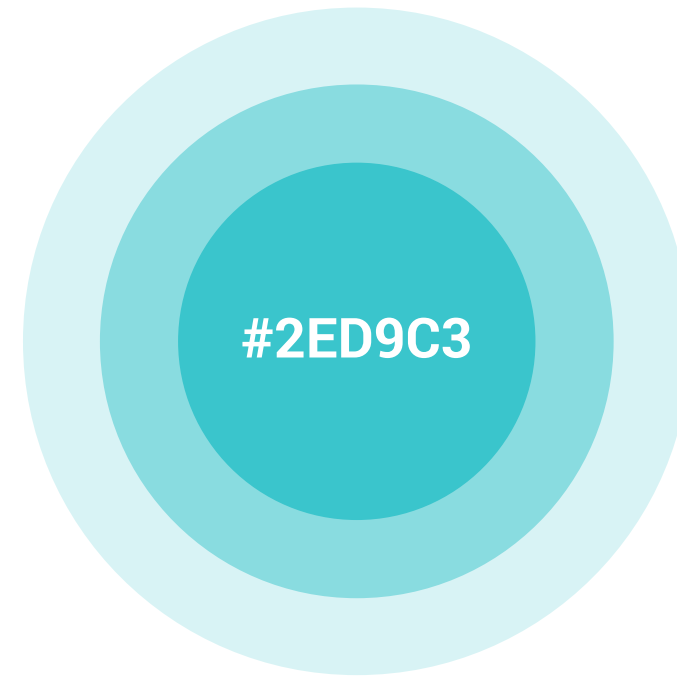
PRIMARY COLORS



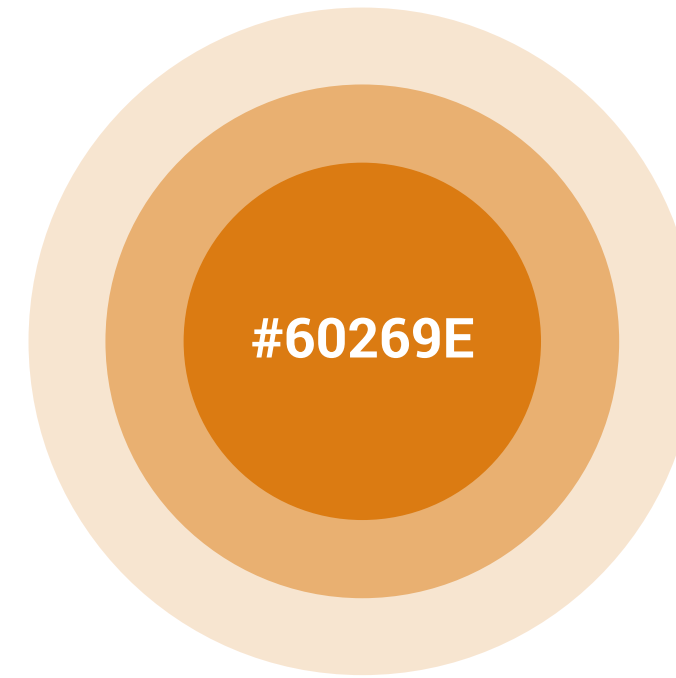
INSTITUTE
PANTONE 265C



SALES
PANTONE 376C



VOICE
PANTONE 637C



STABLE
PANTONE 1385C

AGENCY MATCH

COMPLEMENTARY COLORS

AGENCY MATCH

TYPOGRAPHY

Trade Gothic Next

Trade Gothic Next is the 2008 revision of Jackson Burke's design. Developed over a prolonged period of time, the original Trade Gothic showed many inconsistencies. Under the direction of Linotype's Type Director Akira Kobayashi, American type designer Tom Grace, a graduate of the MA Typeface Design in Reading, was redesigned, revised and expand the Trade Gothic family. Many details were improved, such as the terminals and stroke endings, symbols, and the spacing and kerning. Moreover, there are newly added compressed widths and heavy weights perfect for setting even more powerful headlines. Trade Gothic Next brings more features and better quality for today's demanding typographers.

<https://fonts.adobe.com/fonts/trade-gothic-next>

TRADE GOTHIC NEXT LT PRO CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#\$%&/'()*+,-./:;<=>?@[\]^_`{|}~

TRADE GOTHIC NEXT LT PRO BOLD CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#\$%&/'()*+,-./:;<=>?@[\]^_`{|}~

AGENCY MATCH

APPLICATIONS

A G E N C Y
M A T C H

o: 888.996.BULL
c: 336.486.0664



A G E N C Y
M A T C H

Berthume
Agency Matchmaker
888.996.BULL
c: 336.486.0664

o: 888.996.BULL
c: 336.486.0664

A G E N C Y
M A T C H

Robby Berthume
Agency Matchmaker
888.996.BULL
c: 336.486.0664

Robby Berthume
Agency Matchmaker
888.996.BULL
c: 336.486.0664

A G E N C Y
M A T C H

o: 888.996.BULL
c: 336.486.0664

AGENCY
INSTITUTE

A|G|E|N|C|Y
I|N|S|T|I|T|U|T|E

A|G|E|N|C|Y
I|N|S|T|I|T|U|T|E

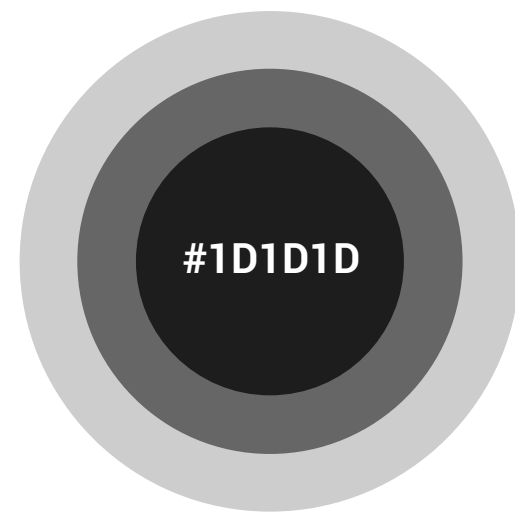
A|G|E|N|C|Y
I|N|S|T|I|T|U|T|E

A|G|E|N|C|Y
I|N|S|T|I|T|U|T|E

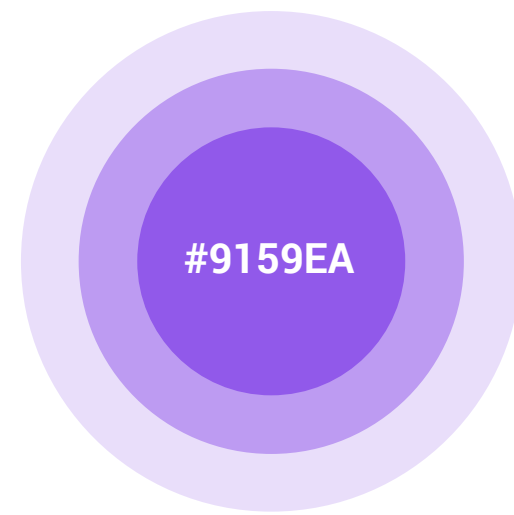
AGENCY

INSTITUTE

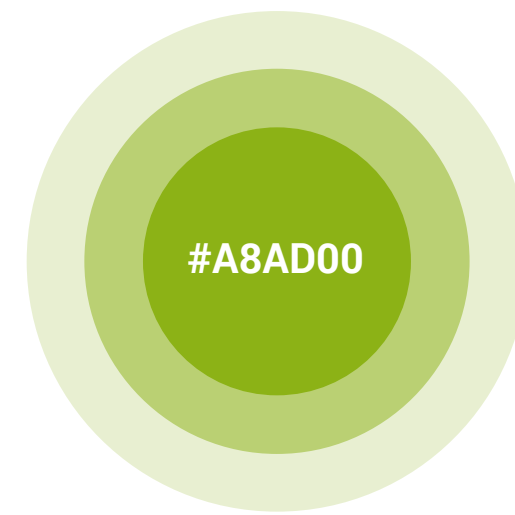
PRIMARY COLORS



AM BLACK

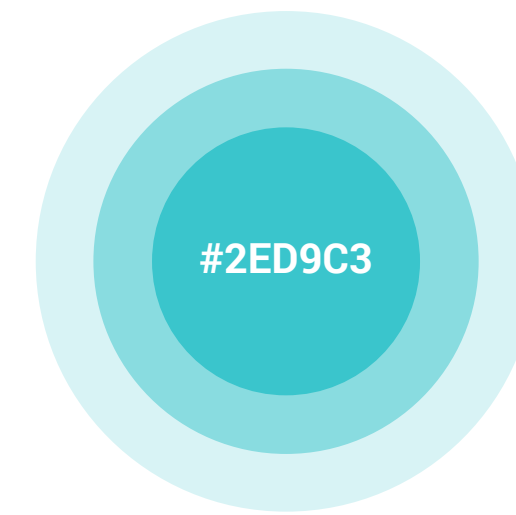


INSTITUTE
PANTONE 265C

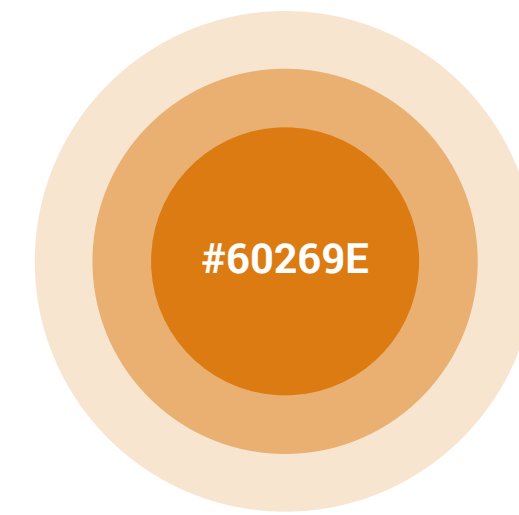


SALES
PANTONE 376C

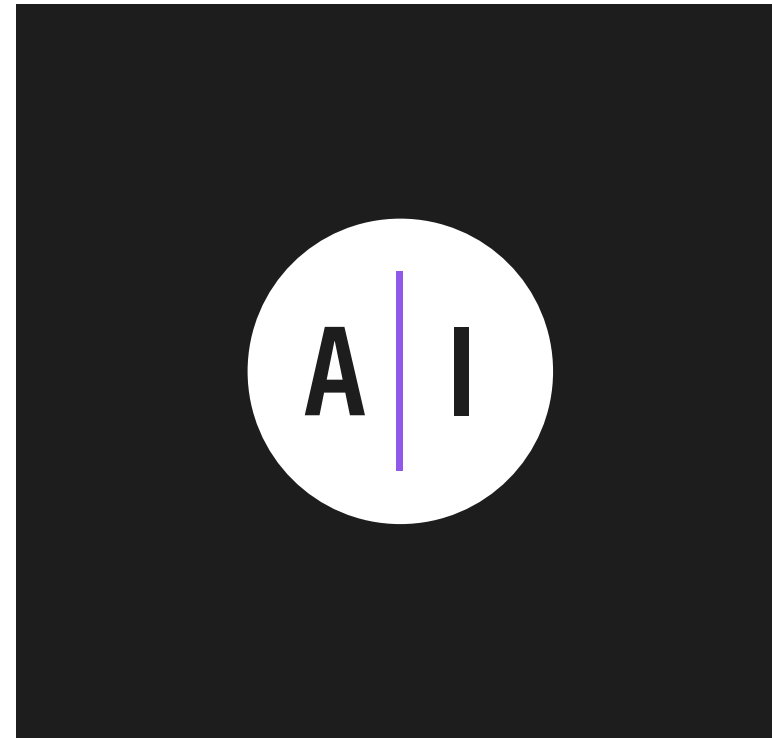
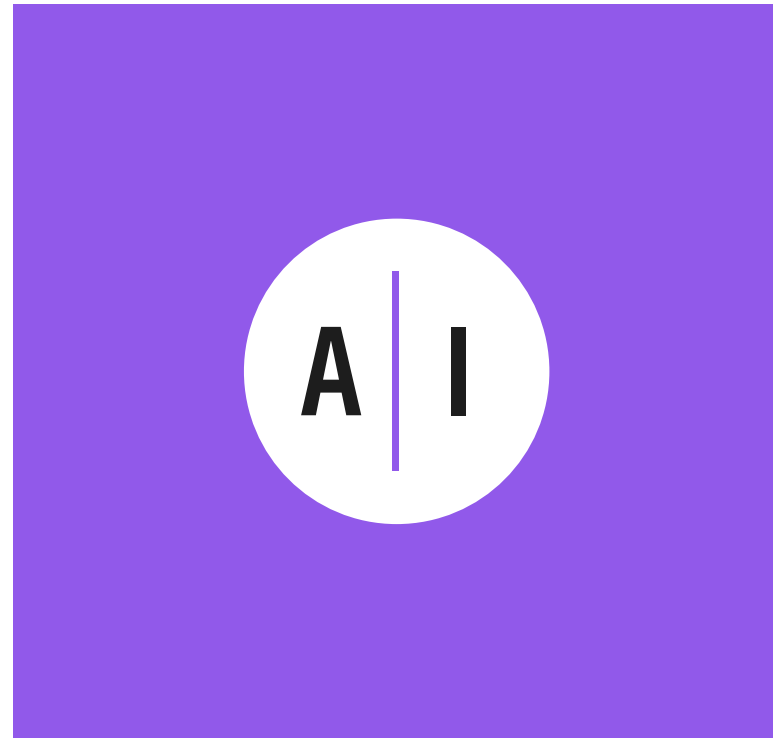
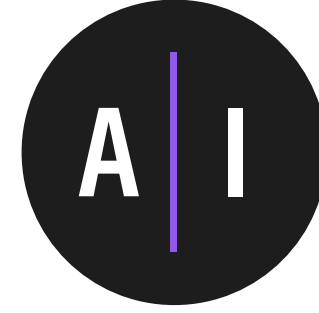
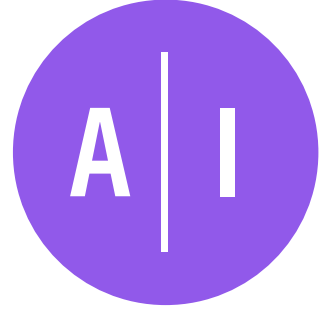
SECONDARY COLORS



VOICE
PANTONE 637C



STABLE
PANTONE 1385C



AGENCY INSTITUTE

ICON/AVATAR

A | G | E | N | C | Y
S | A | L | E | S

A|G|E|N|C|Y
S|A|L|E|S

A|G|E|N|C|Y
S|A|L|E|S

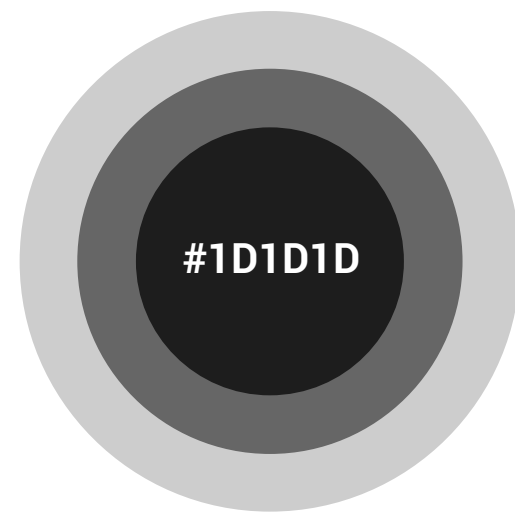
A|G|E|N|C|Y
S|A|L|E|S

A|G|E|N|C|Y
S|A|L|E|S

AGENCY

SALES

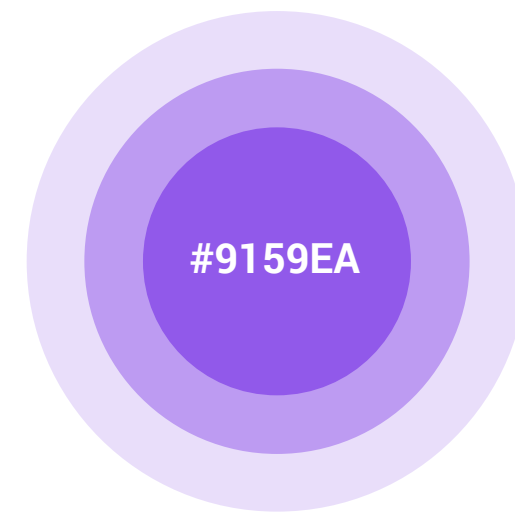
PRIMARY COLORS



AM BLACK

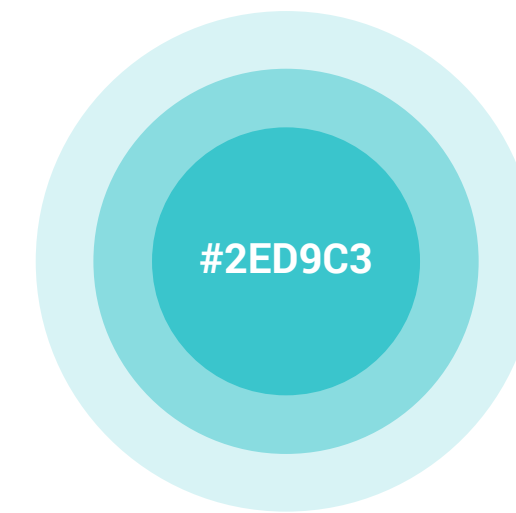


SALES
PANTONE 376C

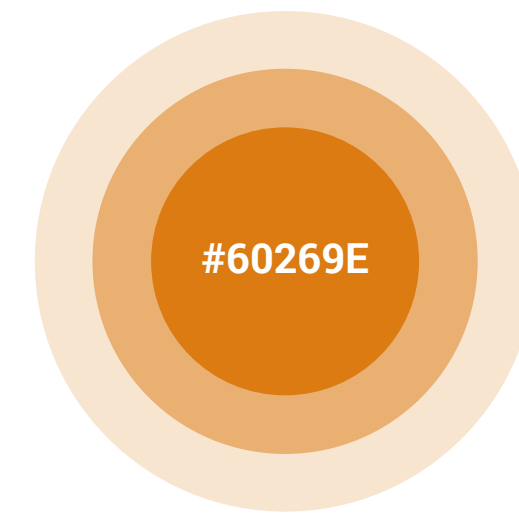


INSTITUTE
PANTONE 265C

SECONDARY COLORS



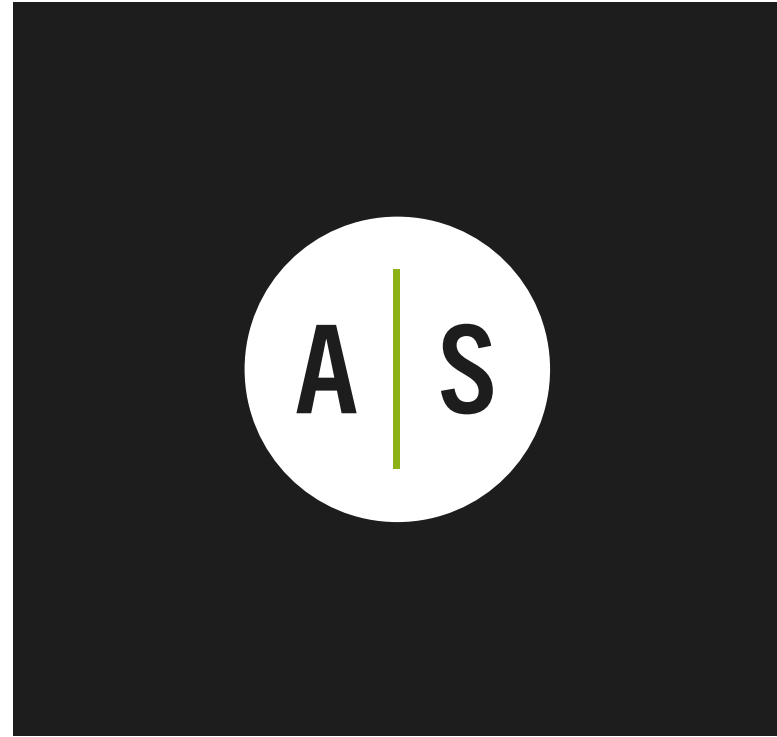
VOICE
PANTONE 637C



STABLE
PANTONE 1385C

AGENCY SALES

COLOR PALETTE



AGENCY SALES

ICON/AVATAR

A | G | E | N | C | Y
V | O | I | C | E

A|G|E|N|C|Y
V|O|I|C|E

A|G|E|N|C|Y
V|O|I|C|E

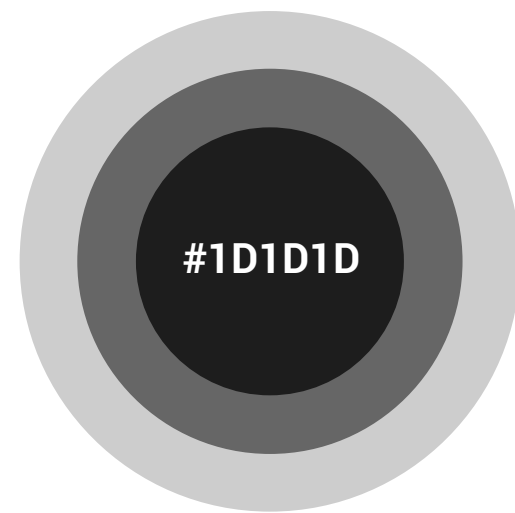
A|G|E|N|C|Y
V|O|I|C|E

A|G|E|N|C|Y
V|O|I|C|E

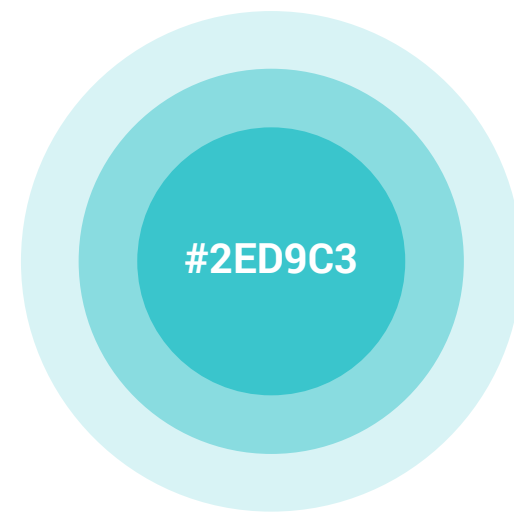
AGENCY

VOICE

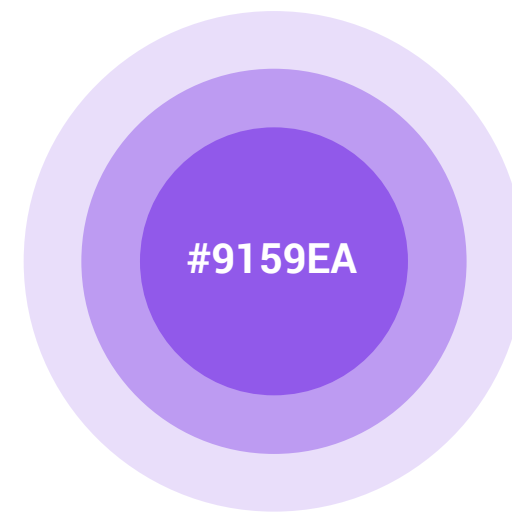
PRIMARY COLORS



AM BLACK

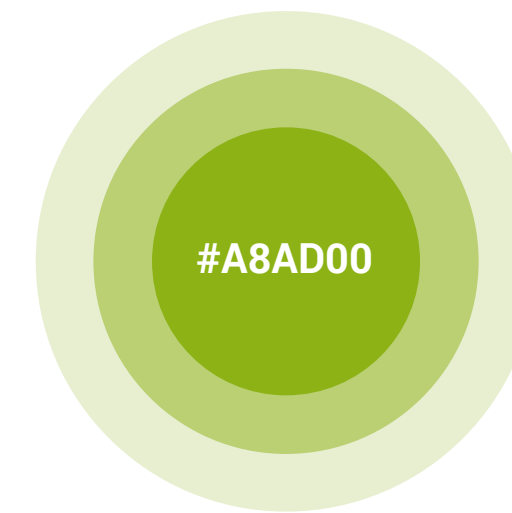


VOICE
PANTONE 637C

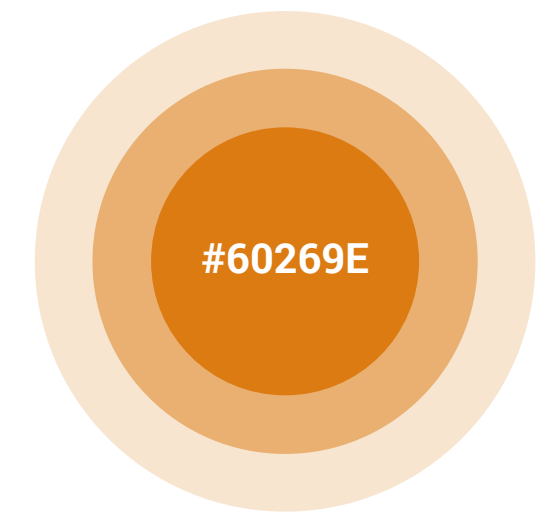


INSTITUTE
PANTONE 265C

SECONDARY COLORS



SALES
PANTONE 376C



STABLE
PANTONE 1385C

AGENCY VOICE

COLOR PALETTE



AGENCY VOICE

ICON/AVATAR

A | G | E | N | C | Y
S | T | A | B | L | E

A | G | E | N | C | Y
S | T | A | B | L | E

A | G | E | N | C | Y
S | T | A | B | L | E

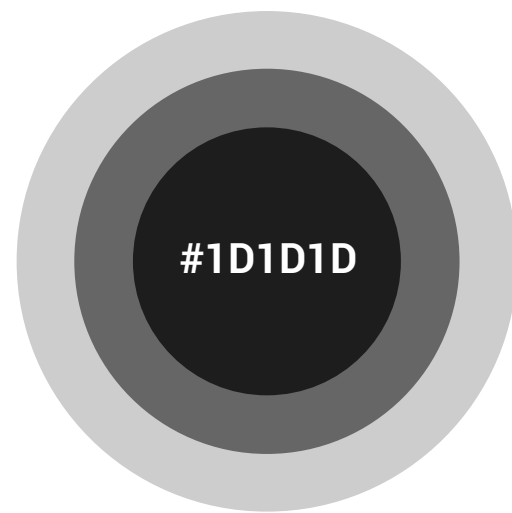
A | G | E | N | C | Y
S | T | A | B | L | E

A | G | E | N | C | Y
S | T | A | B | L | E

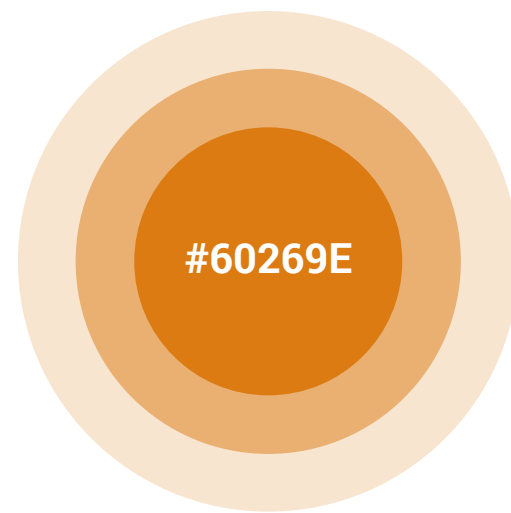
AGENCY

STABLE

PRIMARY COLORS



AM BLACK

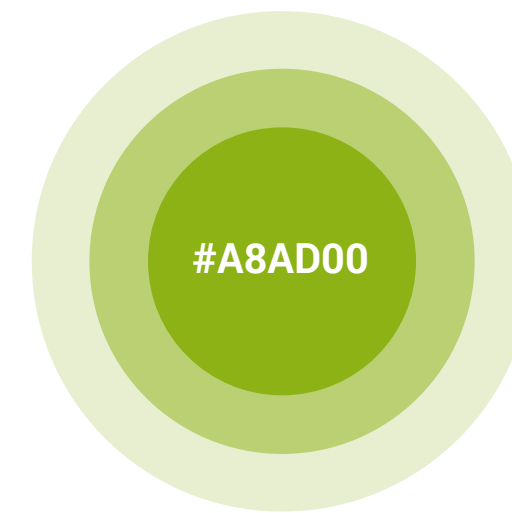


STABLE
PANTONE 1385C

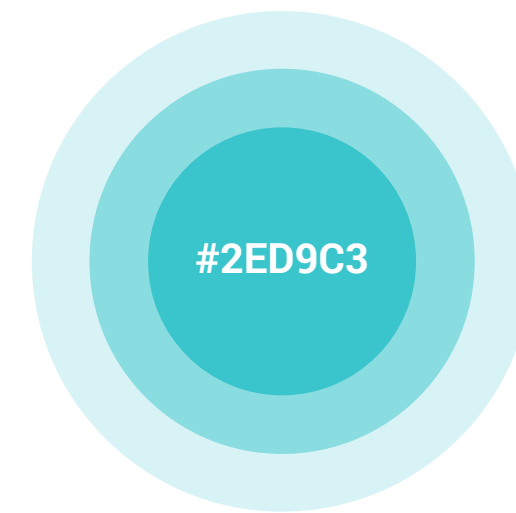


INSTITUTE
PANTONE 265C

SECONDARY COLORS



SALES
PANTONE 376C



VOICE
PANTONE 637C

AGENCY STABLE

COLOR PALETTE



AGENCY STABLE

ICON/AVATAR

T | H | A | N | K
Y | O | U

A | G | E | N | C | Y
M | A | T | C | H