



Brand guidelines

It's that moment. Where the clouds clear, stray noise fades into the background, and the path forward becomes obvious.

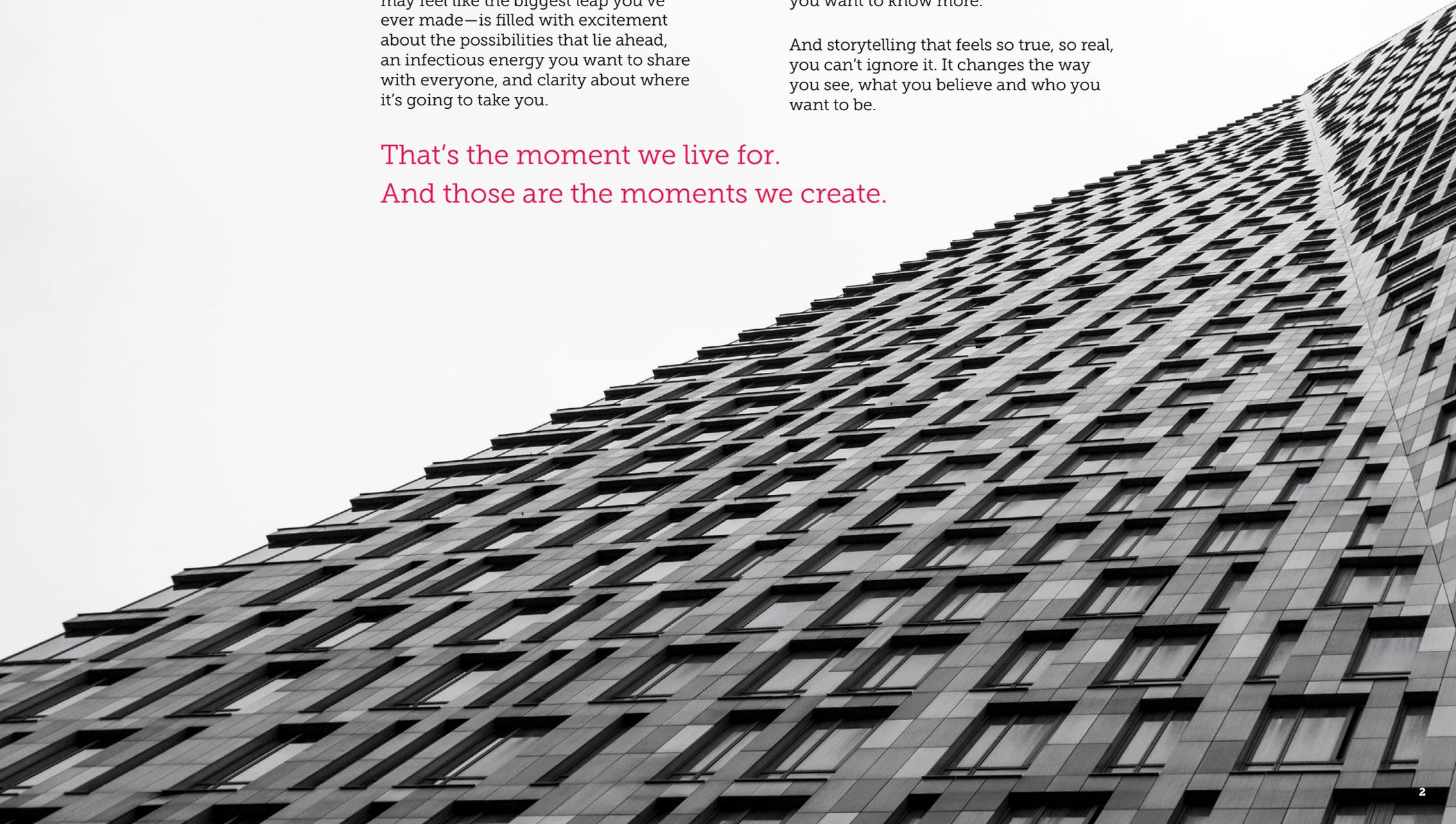
And that next step—which very well may feel like the biggest leap you've ever made—is filled with excitement about the possibilities that lie ahead, an infectious energy you want to share with everyone, and clarity about where it's going to take you.

That's the moment we live for.
And those are the moments we create.

Through insights that reveal hidden truths and make straight-to-the-heart connections.

With ideas that pull you forward and make you want to know more.

And storytelling that feels so true, so real, you can't ignore it. It changes the way you see, what you believe and who you want to be.



Brand strategy

Our brand strategy is designed to help our clients understand not just what we do, but why we do it.

It centers on a core conviction that drives everything we do—from how we counsel our clients to how we build our agency and make investments.

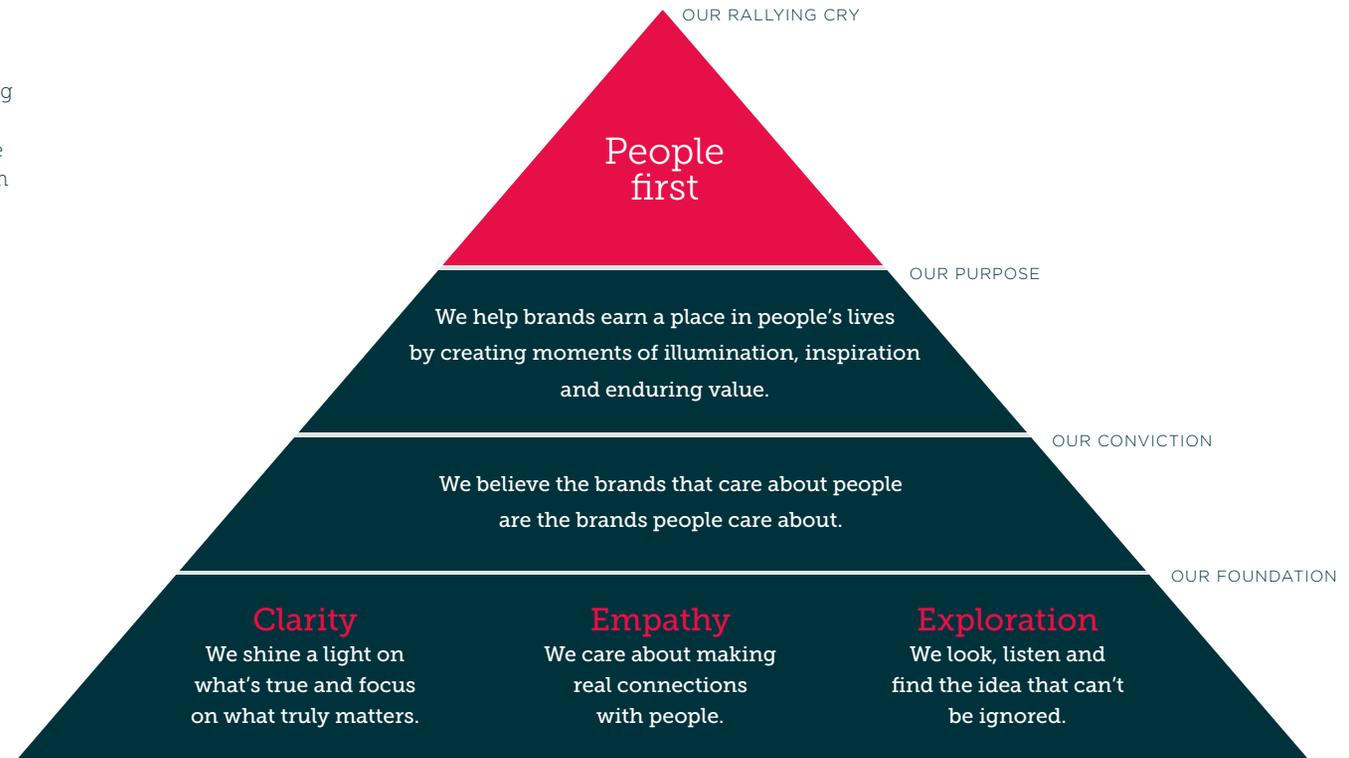


The formula
Examples in action

The formula

We are advocates for the audience in everything we do. And we understand that an audience is made up of real people living real lives. We care about what motivates them, what inspires them and what they need. This powers our strategic insights.

And through our creative process, we craft moments—or a series of moments—that are tailored to meet their needs.



The formula

Examples in action

Examples in action

Use this boilerplate to describe our agency in proposals, press releases and any other external communications.

Please do not alter the copy without approval from our Director of Marketing.

SHORT BOILERPLATE

AHA is a creative agency that brings brands and people together. For more than 20 years, we've helped our clients earn their way into people's lives. We're one of the largest agencies in the Portland area, with a growing team of more than 60 people.

LONG BOILERPLATE

AHA is a creative agency that brings brands and people together. Our goal: to help our clients earn a meaningful place in people's lives. For more than 20 years, we've worked with Fortune 500 companies and industry leaders like Charles Schwab, HP and Silicon Valley Bank on their brand strategy, purpose-driven content and campaigns, and a broad range of corporate communications, including executive thought leadership, employee engagement programs and corporate responsibility stories. We're one of the largest agencies in the Portland area, with a full-time, growing team of more than 60 people.

Voice

Our brand voice guidelines are not just for our writers. They reflect who we are and how we show up in the world.

All of us. In writing, in conversations with clients, in work sessions with one another.

Take a look at them to get in the right head space before you write or speak on behalf of AHA. And use them as guideposts to review your work and what you see from others.

- Qualities
- Vocabulary
- Syntax

Qualities

Our voice qualities help our brand personality shine through in our writing. If AHA were a person, this is how people would describe us.

- Crisp** Our sentences snap and sing.
- Upbeat** We love what we do.
- Game** We expect a challenge, and we're all over it.
- Generous** We want you to be successful.
- Canny** We have a clear, informed point of view.

Vocabulary

Words matter. Skip the marketing jargon. Use words that real people use every day. The best test for everything you write: Read it out loud. If it sounds wordy, unnatural or hard to follow—it is.

Precise Every word earns its place.

Human Real people talking to real people. Not communicators reaching targets.

Vivid We write to help you see, feel and understand.

Modern We sound like today.

Syntax

This is how our voice comes through in the structure of our sentences and paragraphs. Essentially, they're guidelines for clear, compelling writing that puts the reader's experience first.

Power, punch and purpose

- Lead with the lead.
- Avoid long introductory clauses that meander to the point.
- Cut it by a third. Even better: Cut it by half.

Visual variety

- Change up sentence lengths to draw people in.
- Fragments help.

Strong nouns and verbs

- Don't lean on adjectives and adverbs to paint the picture.

Logo

Our logo is the most basic and memorable representation of our agency.



Wordmark | Essentials

Our logo evokes a sense of energy and motion. It invites discovery and distills our brand down to its essentials.

LOGO



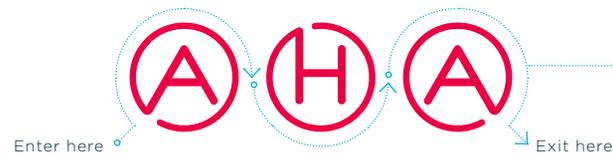
The letterforms and holding shapes are fused, continuous forms.

ENTRY AND EXIT POINTS



Each form has an opening—a visual entry or exit point. These points are an important element of the AHA visual language. The points invite a person's eye to interact with the form. Each graphic form should be created with these points. Form terminals should be rounded and smooth.

VISUAL MOTION



The points in the holding shapes are purposefully placed to say "Enter here" or "Exit here." The distribution of points in the AHA logo creates a sense of visual motion and play.

Wordmark
 Essentials | Anatomy | Sizes | Color usage
 Lockups

Wordmark | Anatomy

The details matter when using our logo. Here's everything you need to know to get it right.

LINE WIDTHS

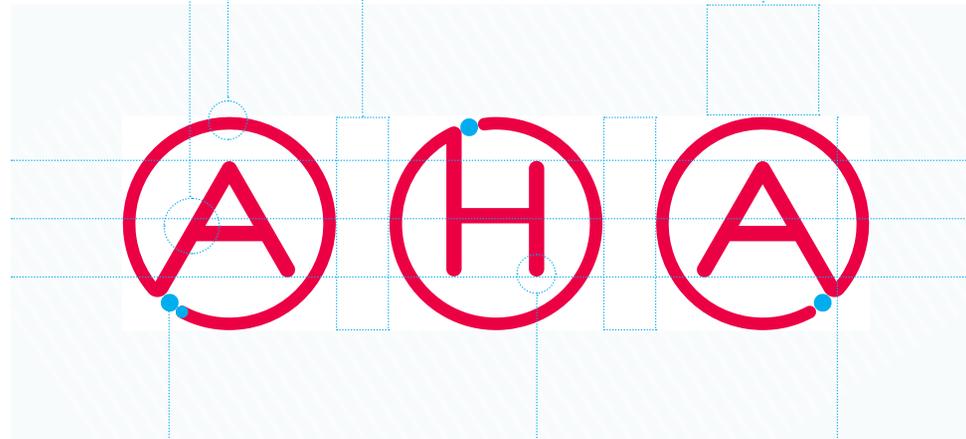
Letterforms are 1.15 pixels thicker than the circular holding shapes.

SPACING BETWEEN FORMS

The spacing between forms should remain consistent and be $\frac{1}{4}$ the width of the logo forms.

MINIMUM SPACING AROUND LOGO

Allow for visual padding around the logo that is at least $\frac{1}{2}$ the logo's height.



HORIZONTAL ALIGNMENT

Align elements to the center of the circular holding shapes, not the baseline or the crossbars of the letterforms.

APERTURES

The gaps that create the entry and exit points should always be a consistent width—2.5 pixels greater than the width of the holding shape line.

TERMINALS

All letterform and holding shape terminals should be rounded and smooth.

VERTICAL ALIGNMENT

Align copy and design elements to diagonal stroke of the letterform, not the edge of the holding shape.

Wordmark | Sizes

Size matters. Choose the correct logo size to fit the context. Our logo should be prominent without being pushy.



3 INCHES



2 INCHES



1.25 INCHES



0.75 INCHES



FAVICON

MINIMUM SIZE

The AHA logo should not be used smaller than 0.75 inches or 54.5 pixels wide.

Wordmark
 Essentials | Anatomy | Sizes | Color usage
 Lockups

Wordmark | Color usage

There are definite do's and don'ts when it comes to the logo. Use the full color logo in AHA red whenever possible.

COLOR OPTIONS



AHA red
 PMS 192
 RGB 231, 15, 71
 CMYK 3, 100, 68, 0
 #E70F47



AHA indigo
 PMS 546
 RGB 0, 50, 60
 CMYK 94, 65, 56, 54
 #00323C



AHA teal
 PMS 3262
 RGB 0, 190, 183
 CMYK 72, 0, 35, 0
 #00BEB7



AHA yellow
 PMS 7548
 RGB 255, 218, 2
 CMYK 0, 22, 100, 0
 #FFDA02

BLACK AND WHITE OPTIONS



Black
 #000000



White
 #FFFFFF

GRAY OPTIONS



AHA gray
 PMS 7541
 RGB 223, 229, 230
 CMYK 7, 1, 3, 2
 #DFE5E6



Black 90%



Black 50%



Black 30%

Wordmark | Color usage

There are definite do's and don'ts when it comes to the logo. Use the full color logo in AHA red whenever possible.

INCORRECT USAGE



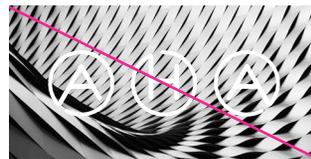
No multiple colors



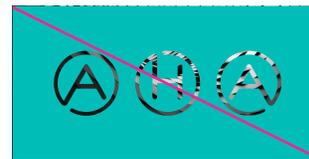
No gradients



No hard-to-read colors



Not with poor contrast over photos



Not as a container for busy photos

- Wordmark
- Essentials | Anatomy | Sizes | Color usage
- Lockups

Lockups

The AHA logo often appears in documents grouped with other information such as page numbers or a client logo. Use our logo to anchor the information without overwhelming the lockup. An AHA gray or a tinted version of the logo is appropriate here.

LOGO PAIRINGS

client logo |   

When we are presenting work that is co-branded with a client, place the client's logo first. The placement of our logo after a vertical pipe conveys the message of support.

   + **partner logo**

When we're presenting work that is co-branded with a partner agency, use our logo with the same opacity or color saturation as the partner logo. Place our logo first, and use the plus sign in 100% black or AHA indigo to convey the idea of collaboration.

FOLIO TREATMENT



Document title folio line here

3

Use AHA red sparingly in navigation or folios. Highlight the important information that people need to make their way through a document.

Design elements

Our visual aesthetic is all about focus. You see it in everything—from our spare color palette to the way we use patterns to draw the eye to a specific element. The effect is vivid, modern and bold.



- Color
- Patterns
- Icons
- Graphics

Color

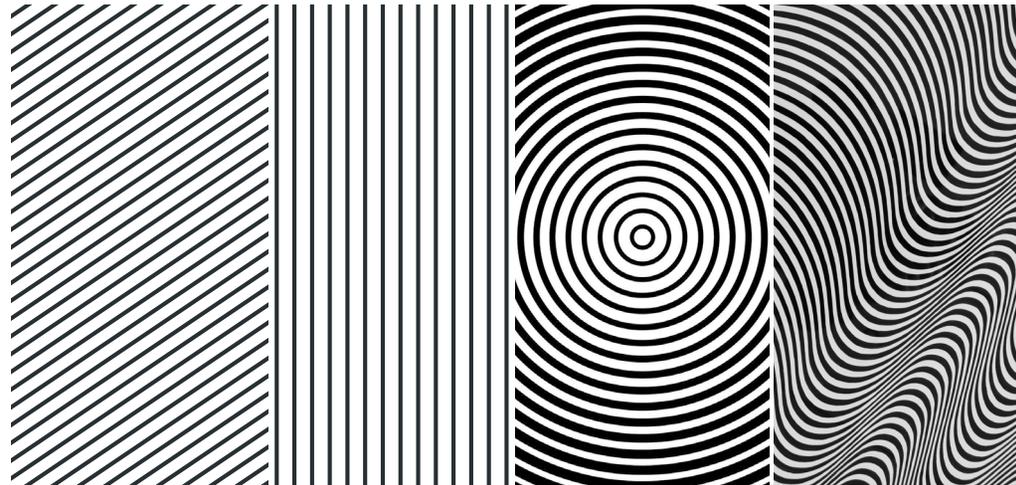
The AHA color palette is a bold and modern collection of colors designed to create focus and clarity. Designs should be mostly black or AHA indigo and white with sparing use of highlight colors. Use black for dramatic floods. Use AHA indigo as a neutral and for body copy.

AHA red is our primary highlight color. Limit a design to one highlight color per layout.

Black #000000	AHA indigo PMS 546 RGB 0, 50, 60 CMYK 94, 65, 56, 54 #00323C	AHA gray PMS 7541 RGB 223, 229, 230 CMYK 7, 1, 3, 2 #DFE5E6	White #FFFFFF	NEUTRALS
[Tint of Black]	[Tint of AHA indigo]	[Tint of AHA gray]	[Tint of White]	
AHA red PMS 192 RGB 231, 15, 71 CMYK 3, 100, 68, 0 #E70F47		AHA yellow PMS 7548 RGB 255, 218, 2 CMYK 0, 22, 100, 0 #FFDA02	AHA teal PMS 3262 RGB 0, 190, 183 CMYK 72, 0, 35, 0 #00BEB7	HIGHLIGHTS

Patterns

Use patterns as a tool to create energy, purpose and focal points in a design. Patterns are also used as a metaphor for the complexity we deal with and how we create moments of clarity.



Icons

The style of the iconography is rounded and open to echo the style of the logo. The icons should be clean and simple with little adornment. Each icon is created with at least one visual entry point, and terminals are rounded.

A library of over 30 icons is available in AHA red, indigo, teal, white and black.

[ICON OPTIONS >](#)

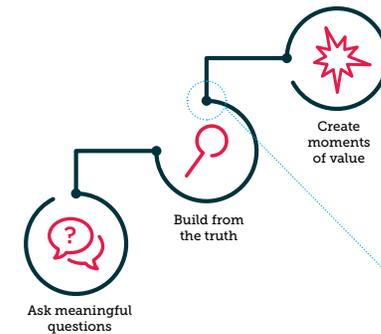
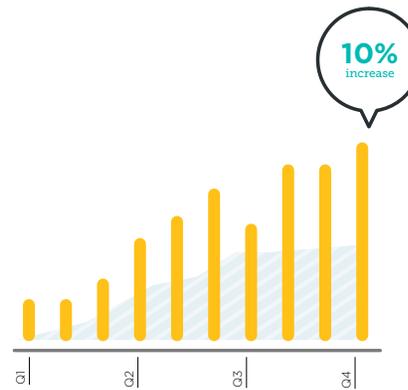
 <p>Conversation</p>	 <p>Love</p>	 <p>Eye</p>	 <p>Global</p>
 <p>Tools</p>	 <p>Voice</p>	 <p>Search</p>	 <p>Smart</p>
 <p>Arrow left</p>	 <p>Arrow right</p>	 <p>Arrow up</p>	 <p>Arrow down</p>

- Color
- Patterns
- Icons
- Graphics

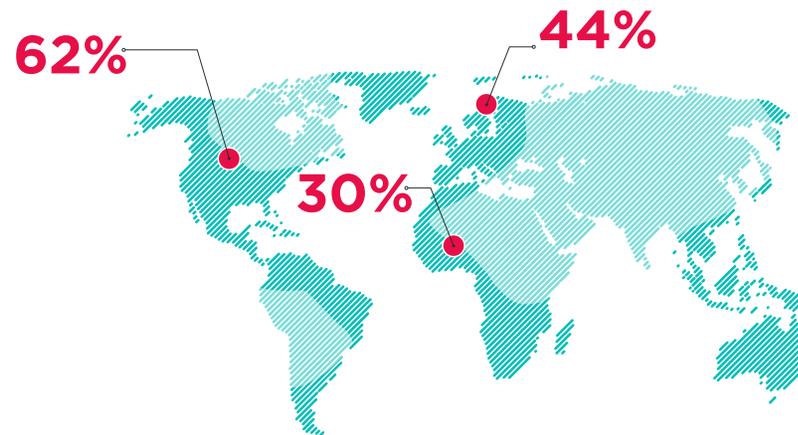
Graphics

Graphics should follow the same style of clean, simple openness as the iconography. Holding shapes and stroke terminals should be rounded and not technical-looking. Use color with purpose and to create clarity.

Careful consideration should be given to the placement of openings and connections in diagrams. Create nodes at the terminals of holding shapes to give lines a logical point of connection.



NODES
Attach lines and holding shapes with nodes placed at terminals.



Typography

We selected our AHA fonts because they are modern but also feel human and approachable.



Typefaces

AHA's primary typefaces are Gotham and Museo Slab. Use them whenever possible.

Use our alternatives, Arial and Rockwell, only for applications that require system typefaces.

Sentence case is the primary type style. Use all caps for labels or to create a contrast in your type hierarchy.

GOTHAM (DISPLAY)

Gotham Light
Gotham Book
Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

MUSEO SLAB (BODY)

Museo Slab 100
Museo Slab 300
Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

ARIAL (DISPLAY AND BODY)

Arial Regular
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

ROCKWELL (DISPLAY)

Rockwell Regular
Rockwell Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

USE ONLY
WHEN
PRIMARY
TYPEFACES
ARE NOT
AVAILABLE

Hierarchy

This is a basic example of how the two typefaces should be used together.

GOTHAM LIGHT LABEL 6PT

Gotham Bold headline 16pt

Gotham Light intro body 12pt

Museo Slab 300 body 8pt st et doluptas qui te et quo tem quam aut ea seque prorpor esequo num quo te doluptatem untiis doluptio. Nam consequundi repuda volupta spidus adiatem olupis aspelessi odipsaecesso non restecu ptintio officia nullore. Namus, accat vellatemquae aperibus essimped qui viderrovit labor rest quam noneseque nonsequamus quis ide nonsequibus quuntii scipsae quodigent la aut fugia.

**"This is a
pullquote in
Museo Slab 300
11pt voluptaque
nestium fugias
quatquundit
que autem
sitecuptio."**

—Attribute name in
Museo Slab 100 8pt

Photography

Photography is an important storytelling element. Select photos that reinforce a piece's message and our brand attributes. Use these keywords to guide your photo choices:

Human

Vibrant

Simple

Focused

Revelation

Moment

Focus | Color

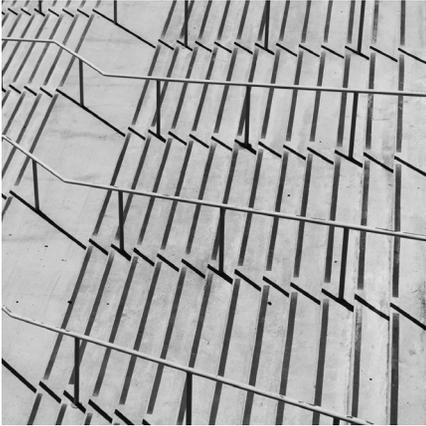
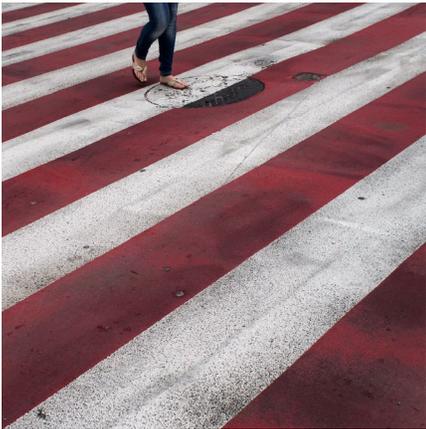
Photos should be simple, vibrant and have a focal point. Different techniques can be used to create focus. These are examples of focus created with color.



Focus
Color | Pattern | Metaphor
AHA people
Work samples

Focus | Pattern

Patterns found in the world around us represent the complexity and clarity of the work we do. Patterns should create or draw attention to the focal point of a photo.



Focus | Metaphor

Metaphors inspire imagery. Find images that let the metaphor be the primary subject. Consider bringing humanity into the storytelling by showing people experiencing a moment.



AHA people

AHA people photos are black and white but should feel warm, approachable and express something about the individual's personality.

When taking a photo, keep the following in mind:

- Consistent lighting angle
- Solid background, focus is on the person
- Waist-up images with clear space on left for web usage, can be cropped from the chest-up as needed
- Readability of text overlaid on images



Work samples

We show our work in context. Avoid just plopping screen captures on a page.

Instead, feature someone reading or using the piece, or show how the piece exists in the world (like the example of the framed posters.)

Backgrounds should stay close to the more neutral colors from the AHA palette and have soft, natural shadows. Or you can choose to use naturally occurring patterns in the background (like the example of the brochure with the black-and-white rug in the background).

