

The Armanino McKenna identity is our visual voice and an important part of the way we communicate with our clients and audiences. Please use this guide to help maintain the consistency of our identity across all media.

**OUR IDENTITY:** The Armanino McKenna (AMLLP) identity consists of the Armanino McKenna LLP logotype, the descriptor *Certified Public Accountants & Consultants* and the pyramid logo. All three elements should be used when reproducing the identity. (See “Safe Area” example for spatial relationships) Within body copy, the first mention of the company should be written as Armanino McKenna LLP. The LLP may be excluded after the first mention.

The AMLLP identity should be printed in two colors, AMLLP blue (PMS 287C) and AMLLP metallic silver (PMS 877C) whenever possible. The identity may also print in PMS 287 blue or black. The identity should be printed on white or light backgrounds whenever possible. If this is not possible, the logotype and descriptor may be reversed out to white. The pyramid logo should only be used on a white background.

**THE PYRAMID LOGO:** Our logo symbolizes strength and stability. A sense of dimension is created by using metallic silver and the drop shadow. Maintaining the integrity of this symbol is a key component to the success of the AMLLP identity. The pyramid logo may be produced in blue and silver or gradations of blue or black. It should never be reversed out. The logo should always include the blue or black gradation drop shadow as shown. The drop shadow should never be a solid color. If it is not possible to meet all of these requirements for proper reproduction of the logo, use the logotype and descriptor only. A brochure system has been developed to showcase the logo on a white background. (See example)

**SAFE AREA:** The “Safe Area” is empty space that surrounds the identity. To preserve the integrity of the AMLLP identity, no other elements should appear inside this space. (See example)

**MINIMUM SIZE:** The minimum size for the complete identity should be no less than 1 3/4". If the logo is not used, the minimum size can drop to 1 1/4". While every effort should be made to use the complete identity as outlined, lack of space may limit the designer's options. In certain cases the pyramid logo may be used by itself.

ARMANINO McKENNA LLP  
Certified Public Accountants & Consultants



AMLLP Identity in PMS 287 and PMS 877

ARMANINO McKENNA LLP  
Certified Public Accountants & Consultants



AMLLP Identity in PMS 287 and 30% black

ARMANINO McKENNA LLP  
Certified Public Accountants & Consultants

AMLLP logotype and descriptor reversed in PMS 287 on light background

ARMANINO McKENNA LLP  
Certified Public Accountants & Consultants



AMLLP Identity in PMS 287 (logotype drop shadow and pyramid face = 40% PMS 287)

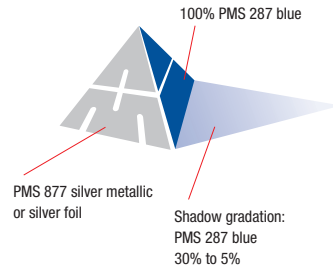
ARMANINO McKENNA LLP  
Certified Public Accountants & Consultants

AMLLP logotype and descriptor reversed out to white on dark background

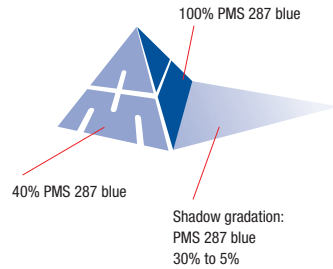
ARMANINO McKENNA LLP  
Certified Public Accountants & Consultants



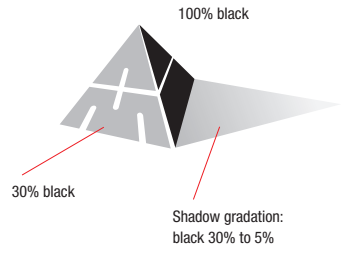
AMLLP Identity in black (logotype drop shadow and pyramid face = 30% black)



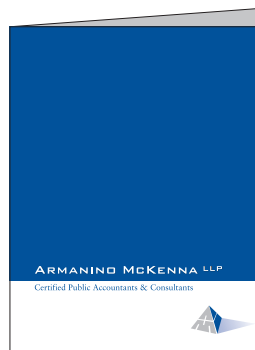
Two color logo, PMS 287 and PMS 877



One color logo, PMS 287



One color logo, black



Folder cover with acceptable use of identity



The “Safe Area” surrounding the AMLLP identity. “X” equals the capital height of the “C” of “Certified”



Minimum sizes



**AMLLP COLOR STANDARDS:** Professionalism combined with a sparkle of brilliance is the theme of Armanino McKenna’s corporate color scheme. Specify PANTONE® PMS 287C as the AMLLP blue. Specify PMS 877C as the AMLLP metallic silver. For our premium printed items such as stationery, business cards and folders, use a glossy silver foil as a PMS 877C alternative.

If PMS 287 and PMS 877 cannot be printed, an alternate (CMYK) four-color process version may be used as shown. The (RGB) web safe colors are also shown here for us on our website, software and other multi-media uses.

When printing on uncoated paper stock the colors will have a different finish but use PMS 287C and PMS 877C as the color samples to match. When specifying clothing, thread, plastic, or other material use these samples to visually match.

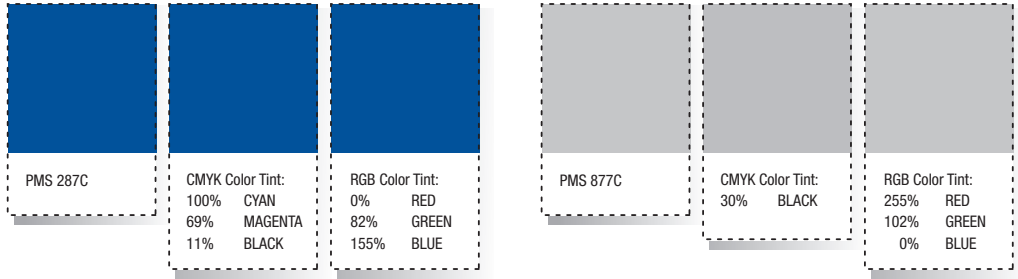
To compliment the corporate colors of blue and silver, additional colors have been developed for secondary uses on our website and throughout other printed materials. Do not use these colors as replacements for the AMLLP identity colors.

**UNACCEPTABLE USAGE:** Consistency means quality – for our financial services as well as our visual identity. Even the most ingenious variations to our identity will remain just that, variations – or deviations – from a well-planned system. Please use the AMLLP identity as outlined in these guidelines. It must not be distorted, redrawn or altered in any way.

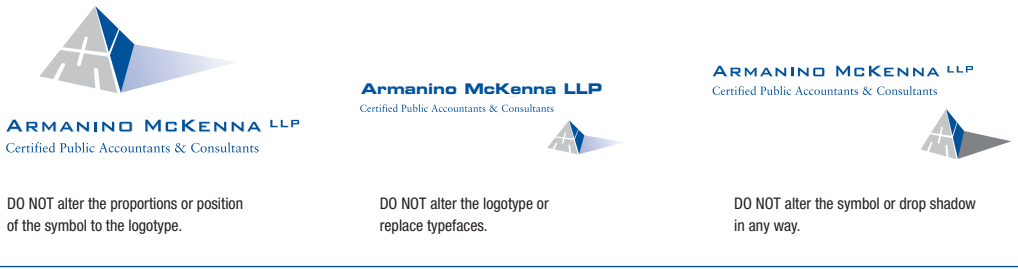
**TYPOGRAPHY:** A consistent approach to typography helps to reinforce the AMLLP identity. The Sabon family has been chosen as the main font for AMLLP because of its legibility, availability and complementary characteristics with the identity.

The Bank Gothic and Helvetica Neue families are alternative typefaces that can be used as a complimentary font to Sabon. These work well for headlines and captions.

**MARKETING DEPARTMENT REVIEW:** In order to maintain consistency, a review process will ensure proper usage of the logo and identity. Submit materials to Lori.Colvin@amllp.com for review and approval.



□ AMLLP Identity in PMS 287 and PMS 877, process color and RGB equivalents □ Additional AMLLP colors used on our website and other corporate literature



Sabon ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Bank Gothic Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
Sabon Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Helvetica Neue Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Sabon Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Helvetica Neue 37 Thin Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Sabon Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Helvetica Neue Black Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz