

Style Guide AMBER Alert & Vermist Kind Alert

Logos and colors

Please note: when used on screen it is not allowed to use the logos in black/white or other alternative colors.



PRIMARY USAGE



PRIMARY USAGE



BLUE BACKGROUND



BLUE BACKGROUND



DARK BACKGROUND





DARK BACKGROUND




ALTERNATIVE USAGE

PRIMARY COLORS

	HEX #ED6E23 RGB 237 110 35 CMYK 0 62 92 0		HEX #AE5828 RGB 174 88 40 CMYK 20 65 100 6
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SECONDARY COLORS

	HEX #004380 RGB 0 67 128 CMYK 100 65 0 31
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PRIMARY COLORS

	HEX #14499e RGB 20 73 158 CMYK 99 82 0 0		HEX #29b6f6 RGB 41 182 246 CMYK 64 11 0 0
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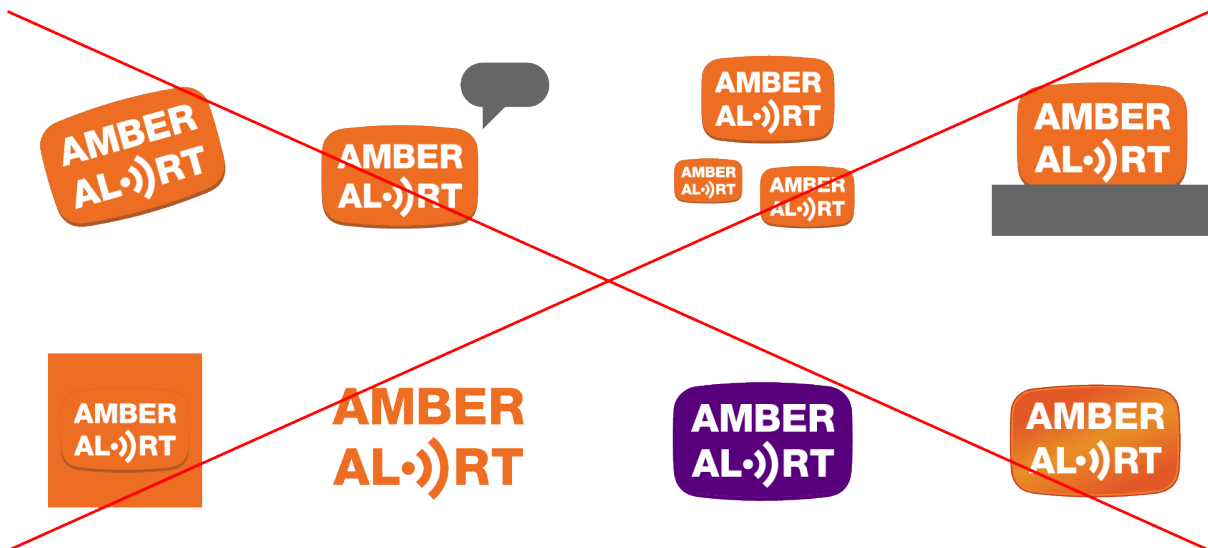
Usage guidelines

The official and unmodified AMBER Alert logo may only be used to support AMBER Alert.

Do not modify or alter the logo or use it in a confusing way, including suggesting sponsorship or endorsement by AMBER Alert, or in a way that confuses AMBER Alert with another brand. In addition, commercial use of the logo or using the logo to (wrongly) suggest that you are a partner or founding member of AMBER Alert is prohibited.

Not allowed:

- Alter, add or remove any part of the logo
- Flip colors of the logo
- Use speech bubbles or words around the logo
- Rotate or change the direction of the logo
- Animate the logo
- Flock the logo with other logos
- Change the color of the logo
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Use the logo on a background with a color that does not contrast with the logo color (e.g. orange).
- Use old versions or any other marks or logos to represent our brand without explicit approval of the AMBER Alert Communications Department.



Typography

Words don't just hold meaning; they communicate by their very form. Both AMBER Alert and Vermist Kind Alert primarily use the Myriad Pro font family for print; the Open Sans font family for screen. If it is technically not possible to use the Open Sans font, the Arial font should be used.

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&* (

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&* (

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&* (

Display Guidelines

These guidelines are designed to help you use our brand and assets, including our logo, content and trademarks. In addition, please note that AMBER Alert, Vermist Kind Alert and its logos are registered trademarks in Europe. To make any use of our marks in a way that is not covered by these guidelines, please contact us at info@amberalertnederland.nl and include a visual mockup of intended use.

Promoting AMBER Alert and/or Vermist Kind Alert

Do:

- In as many ways as possible, promote AMBER Alert and Vermist Kind Alert. We are grateful for your support!

Don't:

- Manipulate the logos.
- Create your own buttons or images using our logo without our explicit approval.

Using the brands in advertising or marketing materials

Do:

- Use the AMBER Alert logo and/or Vermist Kind Alert combined with a text that states that you support AMBER Alert or Vermist Kind Alert. Feel free to ask people to register for AMBER Alerts and/or Vermist Kind Alerts.

Don't:

- Display the AMBER Alert logo or trademarks larger than your own marks.

Naming applications, products, or domains

Not allowed:

- Use AMBER Alert or Vermist Kind Alert in the name of your website, application or product.
- Register a domain containing 'AMBER Alert', 'Vermist Kind Alert', misspellings, transliterations or similar variations thereof.
- Apply for a trademark with a name including 'AMBER Alert', 'Vermist Kind Alert', the AMBER Alert logo and/or Vermist Kind Alert logo, transliterations, misspellings or similar variations thereof.

Visual design of your website or application

Do:

- Design your site with unique branding and logos.

Don't:

- Copy our look and feel, as this could create user confusion.

- Suggest that you are partner of AMBER Alert and/or Vermist Kind Alert without our explicit approval.
- Use our logo on your website if your website's moral values are conflicting with our moral values, especially those about the protection of children.

Books or publications about AMBER Alert and/or Vermist Kind Alert

Do:

- Make sure the title of your book or publication makes clear that it's about AMBER Alert and/or Vermist Kind Alert, and not created by AMBER Alert and/or Vermist Kind Alert. For example, "The impact of an AMBER Alert" is appropriate, whereas "The AMBER Alert approach" is not. When you would like to use the AMBER Alert and/or Vermist Kind Alert name and/or logo in your title, always contact us for approval.

Don't:

- Use the AMBER Alert and/or Vermist Kind Alert name and/or logo on your cover or in your title without our permission.

Other things to know

- Capitalize the letters AMBER in any textual reference to AMBER Alert.

By using the AMBER Alert and/or and/or Vermist Kind Alert logo you agree to follow this policy as well as our Terms of Service and all AMBER Alert rules and policies. AMBER Alert reserves the right to cancel, modify, or change the permission in this policy at any time at its sole discretion. For further information about the usage of the AMBER Alert name and trademarks, please contact us at info@amberalertnederland.nl.

Template examples

AMBER Alert

HORIZONTAL HD POSTER

AMBER ALERT

Joanne Doe (9)

Vermist sinds 16 april uit Utrecht. Meisje, blond haar, blauwe ogen met lichtroze jas en blauwe jeans.

Heeft u informatie? **Bel 0800-6070**

POLITIE

VERTICAL HD POSTER

AMBER ALERT

Joanne Christina Doe (10)

Vermist sinds 12 nov uit Utrecht. Meisje, bruin haar, bruine ogen met lichtroze winterjas en blauwe jeans.

Heeft u informatie? **Bel 0800-6070**

POLITIE

HTML BANNER

AMBER ALERT

Marchelina Laghrizi

POLITIE

0800-6070