abweGO



ABWE GO

ABWE GO is most similar to ABWE. Both its color palette and styling should always reference the larger parent brand.

Copy Guidelines

- **Body:** Montserrat 9pt
 - Tracking: 0-10
 - Leading: 14
 - · Kerning: Metric
- Headline: Merriweather Bold or Playfair Display Bold
- Call out: Montserrat in all caps or Merriweather Bold
- ABWE GO should always use all caps, including in headlines, and body copy.
- ABWE GO should always be two words in body copy, never ABWE GO.

Example 1

Here are two examples demonstrating proportion of color. The main color is white, supported by a blue header with the light blue line application. Text is ABWE blue.

ID-----

Example 2

Reversed out with ABWE blue as the background color, orange is used for the headline, while rust serves as the accent.

abweGO

Logo Guidelines

• The ABWE GO logo may appear in black, white, or two-tone blue.

Color Guidelines

 ABWE GO primarily utilizes the ABWE core blue and orange color scheme, along with ample amounts of white space.

abwego abwego



COLOR PALETTE

ABWE GO leans heavily into the blue and oranges of the primary palette.
Charcoal and gray are additional accepts that can be used.

ADDITIONAL SHADES

Tints of each color may be utilized in 10% increments.

abweGO





BUSINESS CARDS

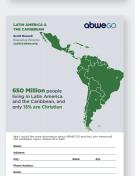
- Headline is Montserrat Book 10pt/12 in ABWE blue
- Text is Montserrat Book 7pt/9 in ABWE blue



Yes! I would like more in the Pacific region. Plea	nformation about ABWE GO and to se fill in back.	ne Eastern Asia and
Name:		
Address:		
City:	State:	Zip:
Phone Number:		
Email:		

people living in Africa speak 2,000+ language **abwe**GO







PROMOTIONAL MATERIAL

Logo placement is consistently kept in the upper right corner of material

