

AMIMM

Brand Identity

Designed by:  Posted Social

AMI Mobile Marine is *A GROWING REGIONAL MARINE MECHANIC COMPANY* serving the greater area of Anna Marie Florida. Our main goal is to meet people where they are and bring a solution to their problem. This includes home and dock service so that the customer is not required to remove their vessel from the water to find a solution.

We're *LED AND BUILT* but *CLEAN AND PROFESSIONAL*. Our hope is to create a positive and engaging environment that delivers strong results in a timely manner. Your beautiful boat deserves to be on the water!



INTRODUCTION

Primary Icon

The primary icon features the letters 'AM' in a bold, white, sans-serif font. The 'M' is composed of three vertical bars. This logo is superimposed on a photograph of a wooden dock with several small boats in the water.

Secondary Icon

The secondary icon is a smaller version of the primary icon, featuring the stylized 'AM' logo over a dock scene.

Visual Icon



Secondary Wordmark

The secondary wordmark is a stylized, white, hand-drawn version of the brand name 'AMMOBILEMARINE', positioned over a dark background with a white, curved object.

Primary Wordmark

The primary wordmark is the brand name 'AMIMobileMarine' in a clean, white, sans-serif font, positioned over a dark, wavy water background.



The Yacht Icon was custom built straight from the letter “Y” sourced from the “~~NETWORK~~” typeface used in the AMIMM branding. With a little masking, a marker stroke became available to build a custom icon that gives visual to the beautiful boats AMI Mobile Marine Service.



Two “Ms” connected and turned on their side representing the channels of water that these beautiful boats live and breathe.



TYPEFACES

5

NETWORK

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,

TYPE WEIGHT REGULAR

Alternate GothicATF

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,

Type Weight Bold

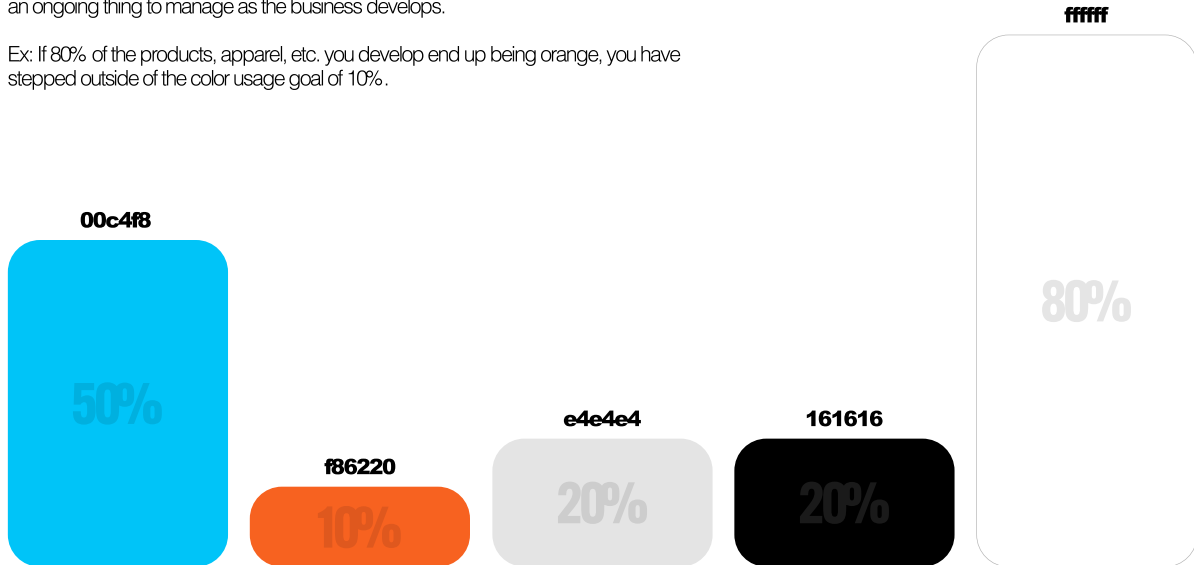
Helvetica Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789#\$%&'()*+,-./:;<>=@'

Type Weight Light

This Chart is a representation of your target color usage across the brand as a whole. As physical and visual branding is developed: (products, buildings, etc.) does the whole of your brand stay inside this color usage representation. This is an ongoing thing to manage as the business develops.

Ex: If 80% of the products, apparel, etc. you develop end up being orange, you have stepped outside of the color usage goal of 10%.





✓ **AMIMobileMarine**

✓ **AMIMOBILEMARINE**

✓ **AMIMM**

✓ **MM**

✓ 



Do not adjust the ratio size of any logo.



Do not rotate logos from their original state.

 **AMIMobileMarine**

Do not combine wordmarks and icons that weren't provided to you.

HOW TO USE