



Brand Guidelines Version 1.0

Brand Personality/Attributes

Longevity & Power

Just as Zeus, the undisputed master of the universe has ruled from Mt. Olympus, Ambrosia is the longest, continuously operating, independent software developer for the Macintosh, providing games and utility solutions

Non-Conformist & Slightly Irreverent

Whether from its choice to offer Macintosh only software or from the insistence on value priced games, Ambrosia stands apart from large corporate developers who have lost touch with their customers

A Passionate Community

The staff and programmers of Ambrosia are a passionate group creating products that in turn create a passionate following. The utilities allow customers to save time or energy while the games provide an entertaining virtual reality

Brand attributes should be used as guidelines when writing copy or headlines for Ambrosia marketing collateral. Refer to these personality trends also when designing packaging, web content or writing press and media releases.

Signature Wordmark

The Ambrosia Wordmark (logotype) is the proprietary identity to be used when the larger illustrative version of the logo isn't appropriate.



To ensure the maximum impact from the wordmark (logotype), please maintain a clear space of at least 1/2 the height of the mark around all four sides. This area should be clear of other objects, text or graphic elements.

The Ambrosia wordmark should be used in its vector digital version whenever possible. A digital bitmap version can be used when the vector version is not available, but do not digitally alter or enlarge a bitmap version of the wordmark.

The Ambrosia wordmark can be displayed and printed in four color spaces.

Grayscale = 70% of Black

Spot Color = Pantone Cool Gray 11 (PMS Cool Gray 11)

RGB Color = Red 77 - Green 77 - Blue 77

CMYK = Cyan 0% - Magenta 0% - Yellow 0% - Black 70%

Logo and Wordmark Usage

The new Ambrosia logomark and updated wordmark were placed into service on July 15th 2007. They are to be used on all new marketing materials created after that date. The old red logo will be completely phased out and disappear no later than December 31st 2007.



Out Of Service

Do not use for any new materials

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AMBROSIA
SOFTWARE INC

Do Not tint or color the wordmark in any way



Do Not constrain or “trap” the wordmark inside a shape or box. Maintain approved distance around the logotype.

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Internet URL Address:

Ambrosia Software Inc. is not the only company in the U.S. using the DBA of “Ambrosia.” To call attention to its unique URL, please use the following guidelines. Obviously, internet URLs are not case sensitive, so this usage is for effect only.

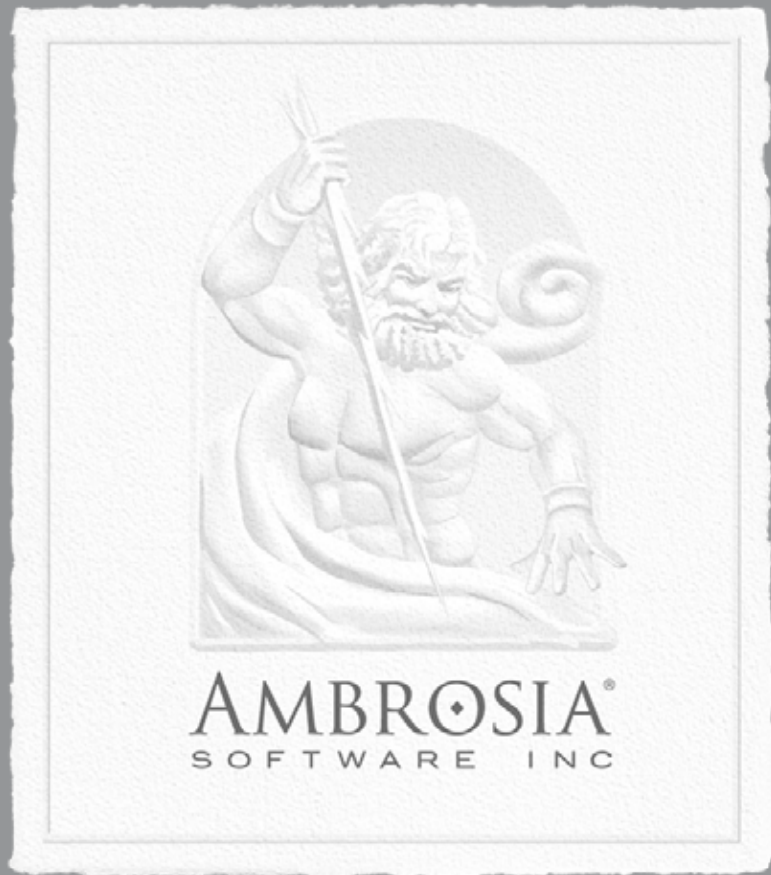
<http://www.AmbrosiaSW.com>

Illustrative Logomark

The Ambrosia Illustrative Logomark (logo) is a combination of the logotype and a powerful illustration of the ancient Greek god, Zeus. This new version of the illustration captures the brand equity of the previous red version of the illustration while introducing a tactile, textured paper background with a hand-made paper (deckle) edge.

The digital version of the logomark must be used with an alpha channel that maintains the deckle edge. This can easily be achieved with an un-flattened Photoshop file format (PSD) that has transparency.

An example of a PSD file with transparency enabled, placed over a gray background



Please respect the space around the logomark by maintaining a reasonable amount of clearance from nearby objects.

MINIMUM REPRODUCTION SIZE: The digital version of the logomark (with deckle edge) should never be reproduced smaller than 250 pixels in height. When displaying the logomark against the plain paper background (no embossed frame or deckle edge) the minimum height is 200 pixels from the top of the illustration to the bottom of the wordmark.

Similar specifications must be used in print applications by maintaining a minimum size of 2 inches in height at a minimum of 240 pixels per inch in resolution.

If these minimums cannot be achieved, the wordmark (logotype) should be used on its own.

Illustrative Logomark

The Ambrosia Illustrative Logomark (logo) should always appear with the wordmark (logotype). However, there may be times when the entire logo doesn't work well with the deckle-edge background. In these cases the logo must still appear over the watercolor style paper texture (digital file supplied by Ambrosia).

The Ambrosia logomark was designed to look embossed, similar to a deep letterpress impression. The embossed frame around the logo maintains that look but may not be practical in all uses. In that case the logo may be used on the approved textured paper background, as long as the appropriate amount of space is maintained on all sides.



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X

X = THE HEIGHT OF THE WORDMARK

X

X - IF AN EMBOSSED FRAME IS NOT USED, MAINTAIN AT LEAST 'X' SPACE ON ALL FOUR SIDES OF THE LOGO

All digital variations of the logotype and logomark are available directly from Ambrosia.

Logo and Wordmark Usage

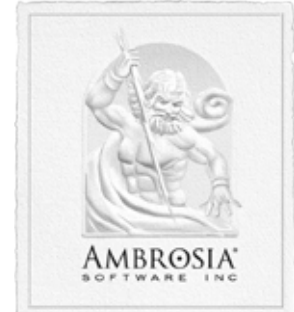
An effective brand image in the marketplace comes from repetition and consistency of the visual identity. Common sense is a good guide for using the logo and wordmark with care, but specific examples of how not to apply the Ambrosia identity are below.



Do Not scale the logomark out of proportion or use another aspect ratio



Do Not apply a drop shadow or glow effect to the mark



Do Not darken, lighten or otherwise alter the gamma or luminosity of the logomark



Do Not tint or color the logomark in any way



Do Not use the logomark illustration without the accompanying wordmark



Do Not crop the logo or violate the space requirements around the mark



Do Not place text or other graphic elements over the logo



Do Not distort or apply perspective to the mark



Do Not use the mark on a cluttered photo background

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