



Brand Guidelines

Updated May 2020

A2X Brand Palette

Our logo

This logo is to be used on all A2X visual communications. Under no circumstances should any component of the logo be redrawn, modified, repositioned, separated or omitted.

Full colour



One colour



Reversed



Colour palette

These are the 4 colours that make up the A2X logo.



DARK GREY
CMYK 60/51/51/20
RGB 102/103/102
PMS425
#666766



LIGHT BLUE
CMYK 69/15/0/0
RGB 45/171/226
PMS2995
#2dabe2



GREEN
CMYK 50/0/99/0
RGB 141/199/65
PMS376
#8dc741



ORANGE
CMYK 0/62/100/0
RGB 245/127/32
PMS144
#f57f20

Secondary colour for use in print and online communications.



DARK BLUE
CMYK 81/53/0/0
RGB 55/115/185
PMS660
#3873ba



YELLOW
CMYK 0/18/72/0
RGB 247/206/100
PMS128
#f7cf63

Corporate font

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Using our logo

Clearspace

The minimum clear space is based on the height of the arrow device in the A2X logotype. The logo needs to be given this clear space at all times, either from the edge of the page or from surrounding type and graphics. This clear space will increase or decrease in proportion to the logo size.



Minimum size

In all situations, clear legibility of the logo is essential. Where possible, the logo should be 10mm high or bigger. In a situation with limited printable area, our minimum size principle needs to be adopted. The absolute minimum accepted size of the logo is 8mm high.



Backgrounds

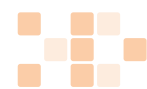
Our preference is for the A2X logo to sit on a white background where possible. Avoid using on a photographic background where the contrast is lost.



Logo file formats

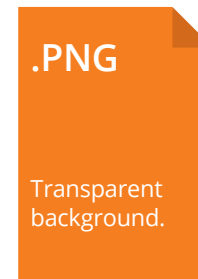
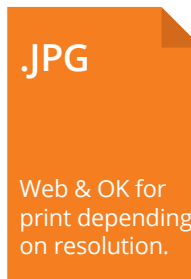
Raster vs Vector logos

Most image files fit into one of two categories - raster files or vector files - and each category has its own specific uses.



RASTER LOGOS

**Pixel-based graphics.
Resolution dependent.
Photos & web graphics.**



Raster images are made up of a set grid of dots called pixels where each pixel is assigned a color. Unlike a vector image, raster images are resolution dependent, meaning they exist at one size. When you transform a raster image, you stretch the pixels themselves, which can result in a “pixelated” or blurry image. When you enlarge an image, your software is essentially guessing at what image data is missing based on the surrounding pixels. More often than not, the results aren’t great.

You should use a .JPG logo when:

- Someone has specifically requested a high resolution jpeg logo over a vector one.

Do not use a .JPG logo when:

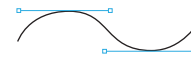
- You need a web graphic with transparency. JPEGs do not have a transparency channel and must have a solid color background. GIF and PNG are your best options for transparency.

You should use a .PNG logo when:

- You need a high-quality transparent background logo (usually for use online - website or social media).

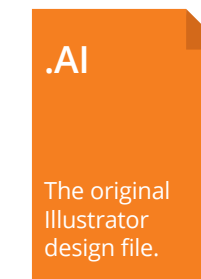
Do not use a .PNG logo when:

- You’re dealing with a print project. PNG graphics are optimized for the screen. You can definitely print a PNG, but you’d be better off using a JPEG or one of the vector formats.



VECTOR LOGOS

**Curve/path-based graphics.
Resolution independent.
Logos, icons & type.**



Vector images are essentially giant math equations, and each dot, line and shape is represented by its own equation. Every “equation” can be assigned a color, stroke or thickness (among other styles) to turn the shapes into art. Unlike raster images, vector images are resolution independent. When you shrink or enlarge a vector image, your shapes get larger, but you won’t lose any detail or get any pixelation. Because your image will always render identically, no matter the size, there is no such thing as a lossy or lossless vector image type.

Vector images are typically used for logos, icons and digital illustrations. Adobe Illustrator (.ai) is the industry-standard image editor that is used to create, design and edit vector images.

You should use a .PDF logo when:

- Someone has specifically requested this format as generally you don’t use PDF logos by themselves, this format is usually what you save out an entire document as - ie a flyer that is ready for print.

Do not use a .EPS logo when:

- You need to display a logo online. Use a JPG or PNG logo instead.

You should use a .AI logo when:

- Someone has specifically requested this format, usually an EPS will do for print.

You should use a .EPS logo when:

- You need to send a vector logo to a client, designer or a printer. With an EPS file, you don’t have to worry about where the logo will be placed or printed. No matter the size, it will always appear at the correct resolution.