

# BRAND GUIDELINES

Using the key elements of your brand  
28.02.17 / Issue A





# CONTENTS

---

<b>LOGOTYPE</b>	
<b>THE AYM LOGOTYPE</b>	<b>01</b>
Primary logo	
Clearance area	
Minimum size	
Lock-ups	
<b>LOGOTYPE PREFERRED SIZES</b>	<b>02</b>
<b>LOGOTYPE PREFERRED POSITIONING</b>	<b>03</b>
<b>LOGOTYPE PREFERRED LETTERHEAD &amp; BUSINESS CARD</b>	<b>04</b>
<b>LOGOTYPE VARIATIONS</b>	<b>05</b>
Logos for use on a gray background	
Logos for use on a white background	
Logos for use on a dark background	
<b>LOGOTYPE - PLEASE DON'T</b>	<b>06</b>
General rules	
Inappropriate uses	
<b>COLOR PALETTE</b>	
<b>THE AYM COLOR PALETTE</b>	<b>07</b>
Primary color palette	
Tints	
Secondary color palette	
<b>COLOR PALETTE - PLEASE DON'T</b>	<b>08</b>
General rules	
Secondary colors and the logo	
<b>TYPOGRAPHY</b>	
<b>THE AYM TYPEFACE</b>	<b>09</b>
Arial MT Light	
Arial MT Bold	
Futura Maxi Std Demi	
<b>TYPOGRAPHIC STYLE</b>	<b>10</b>
Headings	
Section headings	
Body copy	
The graphic device	
<b>TYPOGRAPHY - PLEASE DON'T</b>	<b>11</b>
General rules	
The graphic device	

---

# LOGOTYPE

# THE AYM LOGOTYPE

The AYM logo is the key to the AYM identity. It is the most visible brand element and has to be used in a clear and consistent way.

## LOGO ARTWORK

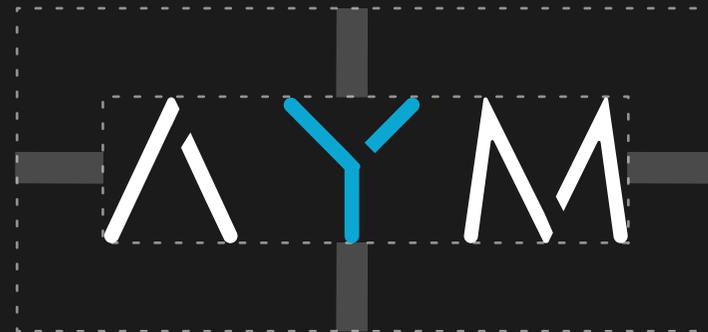
Artwork is available in jpg and eps formats for on-screen and printed applications. These master files should always be used.

## PRIMARY LOGO



## CLEARANCE AREA

To protect the clarity of the logo and exclusion zone has been established. This area should always be kept free from other visual elements or typography.



## MINIMUM SIZE

To retain legibility and effectiveness, the logo should not be used smaller than 15mm.



## LOCK-UPS

In certain instances the logo may have to sit alongside other logos. The following lock-up is preferable should this be the case.



## LOGOTYPE PREFERRED SIZES

The size at which the logo is used across printed materials should remain consistent. Suggested sizes for 'A' formats are specified here.

A3



A4



A5



A6



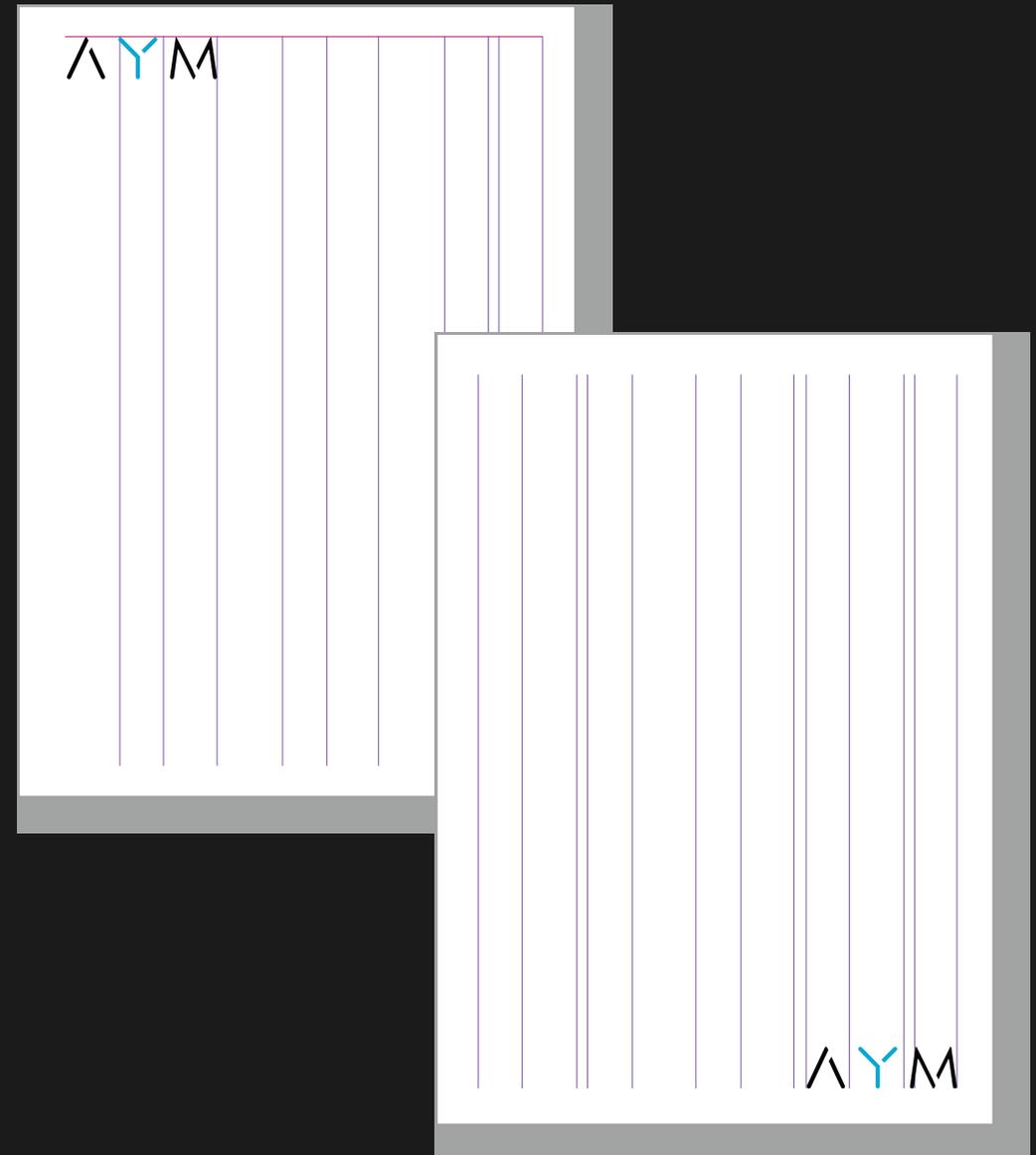
# LOGOTYPE PREFERRED POSITIONING

The logo should be locked into either the top left or bottom right corner of the page in alignment with the grid. It will depend on the specific job as to which location works best, however, items that work together should all be consistent. For example on all data sheets the logo sits in the top left and for all brochures it sits in the bottom right hand corner.

## NOTES ON THE GRID

A 9 columns grid with a left margin of 18mm and top, bottom and right margins of 12mm is used for a number of items in AYM's marketing communications. Where possible this should be used to maintain consistency. It provides a flexible framework for combining text and image, according to the needs of each piece of communication.

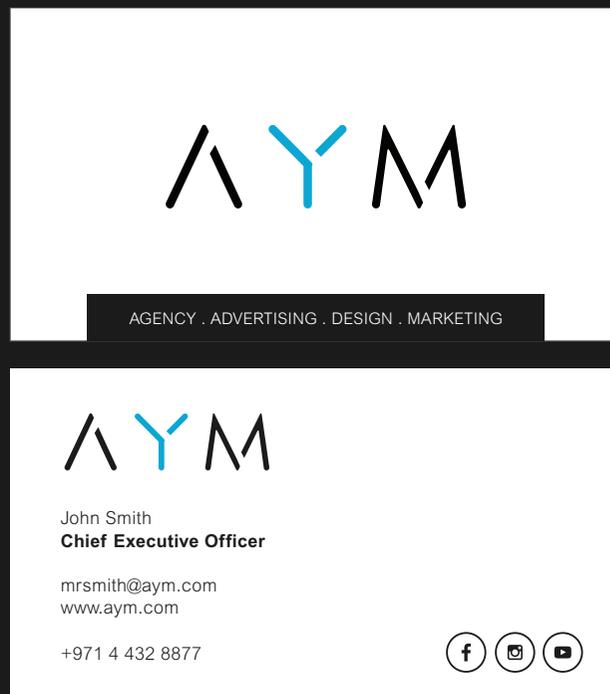
## POSITIONING ON 'A' FORMAT DOCUMENTS



# LOGOTYPE PREFERRED LETTERHEAD & BUSINESS CARD

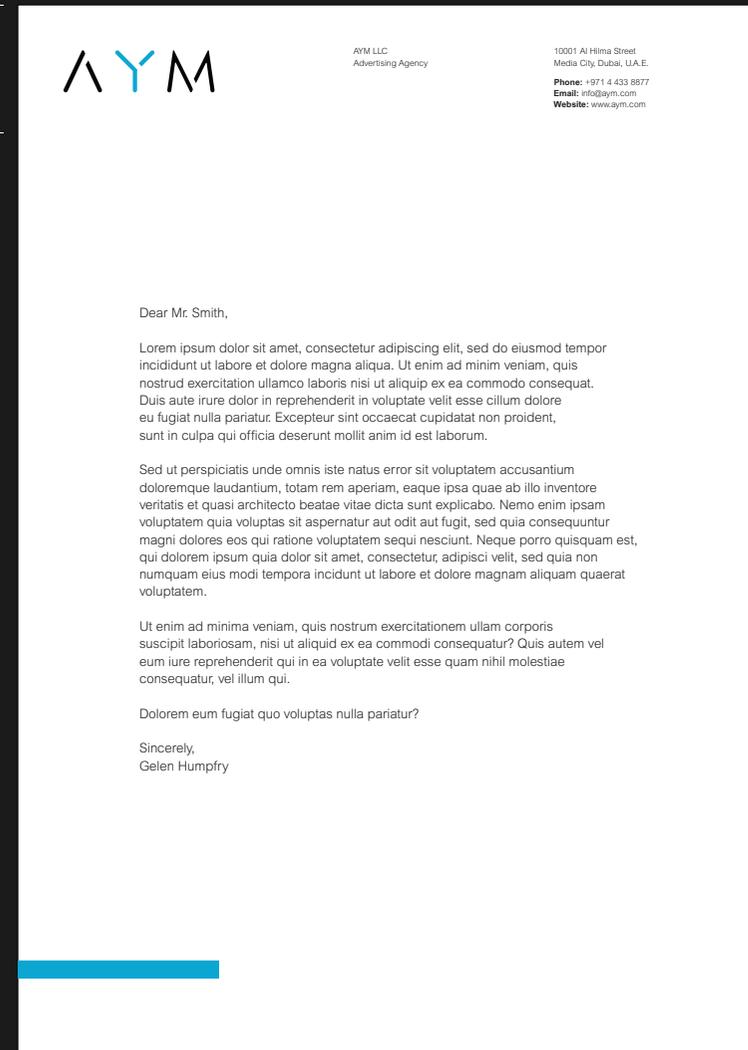
The logo should be locked into either the top left or bottom right corner of the page in alignment with the grid.

The business card will be provided as a template which should be used as is and unaltered.



## LETTERHEAD POSITIONING AND LOGOTYPE PLACEMENT

40



# LOGOTYPE VARIATIONS

The primary full color logo should be used wherever possible, however, alternatives are available for a variety of backgrounds and printing requirements.

## LOGO ON AN IMAGE

The logo can be used on an image when there is a suitable amount of clear space to retain legibility.



## LOGOS FOR USE ON A GRAY BACKGROUND

### Primary logo

This is the primary logo for use on principle communications



### Monotone

For single color jobs a monotype version should be used (eg. on pens/t-shirts, etc...)



## LOGOS FOR USE ON A WHITE BACKGROUND

### Primary logo

The logo cannot be used on the white background. In this case the secondary version becomes the primary option.

### Secondary logo



### Monotone logo



## LOGOS FOR USE ON A DARK BACKGROUND

### Primary logo



### Monotone



# LOGOTYPE PLEASE DON'T

Following some simple rules with regards to the logo will help to build and retain the integrity of the brand.

## LOGO ON COLORED BACKGROUNDS

The logo should not be used on colored backgrounds other than the AYM red. This includes the secondary color relating to a specific project.

## GENERAL RULES

Please don't alter the appearance of the logo. It should not be:

Stretched



Re-colored



Separated



Outlined



## INAPPROPRIATE USES

X

Please don't use the logo on complex image areas where it cannot be read.



X



X



# COLOR PALETTE

# THE AYM COLOR PALETTE

The AYM brand color is a distinctive identifier and differentiates us from our competitors. It is a mechanism to integrate all brand communications.

Pantone (PMS) values and CMYK/RGB breakdowns have been specified opposite.

### USES

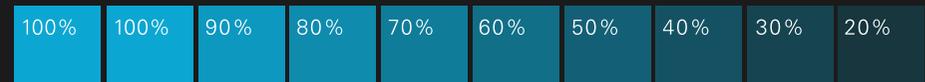
The color used here is Pantone 485 C.

### PRIMARY COLOR PALETTE

Pantone 485 C  C0 / M83 / Y84 / K7  R93 / G16 / B15	AYM Gray  K100  R0 / G0 / B0	AYM Tint  0%
---	--	--------------------

### TINTS

10% increments of the primary color can be used in diagrams and tables.



### SECONDARY COLOR PALETTE

A secondary color palette has been developed specifically for backup use for AYM to work with. Each project will have it's own color which can be

applied to any communication relating to a specific project or job.

<b>AYM</b>	Pantone 429 C	C37 / M26 / Y26 / K0	R165 / G172 / B176
<b>AYM</b>	Pantone Cool Gray 10 C	C1 / M0 / Y0 / K63	R37 / G37 / B37
<b>AYM</b>	Pantone Process Black C	C72 / M66 / Y65 / K76	R29 / G29 / B29
<b>AYM</b>	Pantone 303 C	C100 / M73 / Y48 / K48	R0 / G48 / B69
<b>AYM</b>	Pantone 5487 C	C64 / M39 / Y49 / K11	R98 / G125 / B121

# COLOR PALETTE PLEASE DON'T

Following some simple rules with regards to colors will help to build and retain the integrity of the brand.

## GENERAL RULES

Please don't use any colors other than those specified in the guidelines.

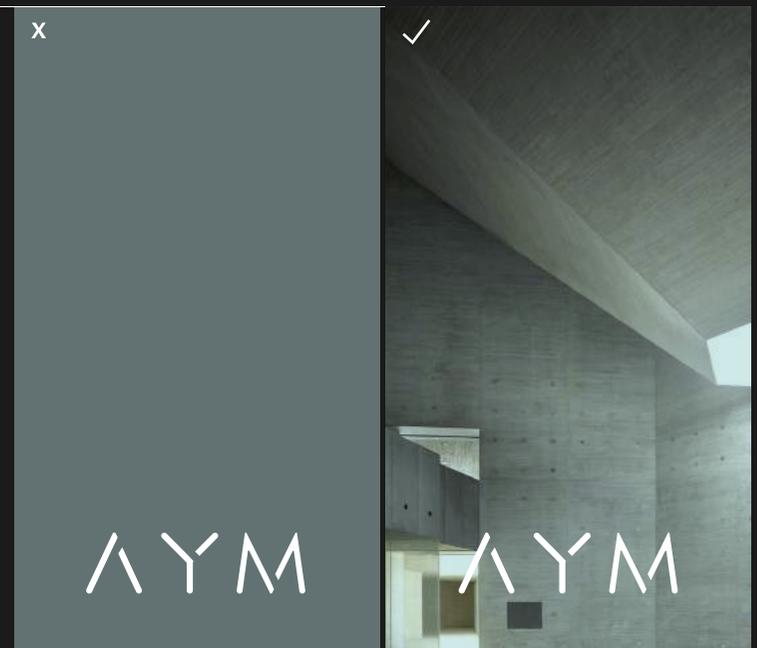
Please don't use colors from the secondary palette for items that do not relate to the current project.

Please don't use secondary colors on top of the AYM Pantone 485 C



## SECONDARY COLORS AND THE LOGO

Please don't use the primary AYM logo on flat secondary colors.



# ■ TYPOGRAPHY

# THE AYM TYPEFACE

The AYM typeface is Arial MT Light. It forms the foundation for all AYM branding allowing a distinctive look and feel to be developed across all materials. It is used in a combination of two weights, shown right.

Large heading typeface is Futura Maxi Std Demi.

## ONLINE

Arial has been chosen as the typeface for use online. All powerpoint presentations and other on-screen communications should use this as their main typeface.

Arial Regular  
Arial Bold

ARIAL REGULAR  
ARIAL BOLD

## Arial MT Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (.,;:/'") ?!@#%&\*

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (.,;:/'") ?!@#%&\*

## Arial MT Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (.,;:/'") ?!@#%&\*

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (.,;:/'") ?!@#%&\*

## Futura Maxi Std Demi

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (.,;:/'") ?!@#%&\*

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (.,;:/'") ?!@#%&\*

# TYPOGRAPHIC STYLE

A distinctive look is achieved through a strong typographic style. AYM type is always ranged left and aligned to the grid.

## LEADING

The spacing between the lines should be kept even and as a rule there should be 3pt difference between point size and leading. For example body copy is 7.8pt on 10.3pt leading.

## SUB BODY TEXT

For text that needs to be smaller. A font size of 7.8pt on 10.3pt leading will be used accordingly as shown in this box.

## HEADINGS

**MAIN HEADINGS ARE ALWAYS UPPERCASE, FUTURA MAXI STD DEMI & USE THE GRAPHIC DEVICE**

## SUBJECT HEADINGS

**SUBJECT HEADINGS ARE ALWAYS IN UPPERCASE ARIAL MT BOLD AND 7.57PT**

## BODY COPY

Body copy should be set in Univers 45 light. Suggested preferred size is 10.49pt on 13.86pt leading. Main headlines or introductory copy should be set at a larger size than the body copy.

**Subheads are set in Arial MT Bold.**

For extra emphasis within body copy a heavier weight (**Arial MT Extra Bold**) can be used rather than increasing the type size.

## THE GRAPHIC DEVICE

The graphic device is a visual key element of the brand identity. It is mainly used with headings, locked to the left hand of the type, but can also be used as a stand alone graphic to highlight an area of a diagram/picture.

It should not, however, be overused and appear too often on a page at different sizes.

As a guide the size of the device should be equivalent to the height of a header on a title page/section divider or two lines of an article heading/smaller title.



When a smaller heading is only one word/one line it should be aligned as below:

XXXXXXXXXX

Note: When used in project specific communications the device should be colored accordingly.

# TYPOGRAPHY PLEASE DON'T

Following some simple rules with regards to typography will help build and retain the integrity of the brand.

## GRAPHIC DEVICE ARTWORK

Artwork is available in jpg and eps formats for on-screen and printed applications. The master files should always be used.

## GENERAL RULES

**Please don't use lowercase text for headings**

**PLEASE DON'T USE ARIAL MT LIGHT OR ARIAL MT BOLD FOR HEADINGS**

**PLEASE DON'T USE COLOR FOR HEADINGS**

Please don't use effects on the type.

Body copy should not be set too small to be legible.

Color should not be used for large bodies of text, only as a highlight.  
Nos dolobor sustrud mod doloborper sequam, quipisipi bla adipiscipis aliquat iniscipis ad tat aci blan velit lut nis nibh etum veliquip et ulput aliquatie tatem adit ut alis adiamcore tie feumsan esto dolore eros non hent dip enissim iriure mod mincil in velestrud dolore molorpe riustrud tie do exeriure dolobore tem dolortie

## THE GRAPHIC DEVICE

**PLEASE DON'T OVERSIZE THE GRAPHIC**

**PLEASE DON'T DETACH IT FROM THE TYPE**

**PLEASE DON'T USE DIFFERENT COLORS**

