



آفاق AFAC

Brand guidelines

## Using the brand

To ensure that the brand retains its integrity and impact it is important to set out the basic principles of using the brand.

The logo must be used in one of the following three different ways:



The minimum reproduction of the logo is of 1cm in its height:

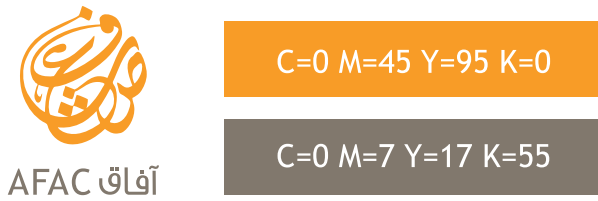


It is essential that the AFAC logo and its associated messages are applied in a consistent manner, especially as its users will be many and diverse. Variations and mistakes, however small, will collectively erode the overall integrity and reduce the impact of the brand.

- Do not disproportionately modify the logo.
- Do not split the logo by using space or colour.
- Do not use the logo as part of a title or phrase.
- Do not create new namestyles using the logo.
- Do not relocate the typography apart from the logo.

## Color palette

The corporate colour for the AFAC brand is as following:



The logo is often used as a secondary or supporting brand, it is accepted that most users will need to work within their own corporate colour palette. Appropriate mid to dark toned colours should be used to ensure confidence, strength and clarity. Light or pastel tones should be avoided.



### Dark background use

The logo type may be exchanged to white if a dark or black background is in use.



### White-out use

The logo may be used white-out of other appropriate colours or even photographic imagery. Where photography is used ensure that the background to the logo is uncluttered and provides enough contrast to ensure clarity.

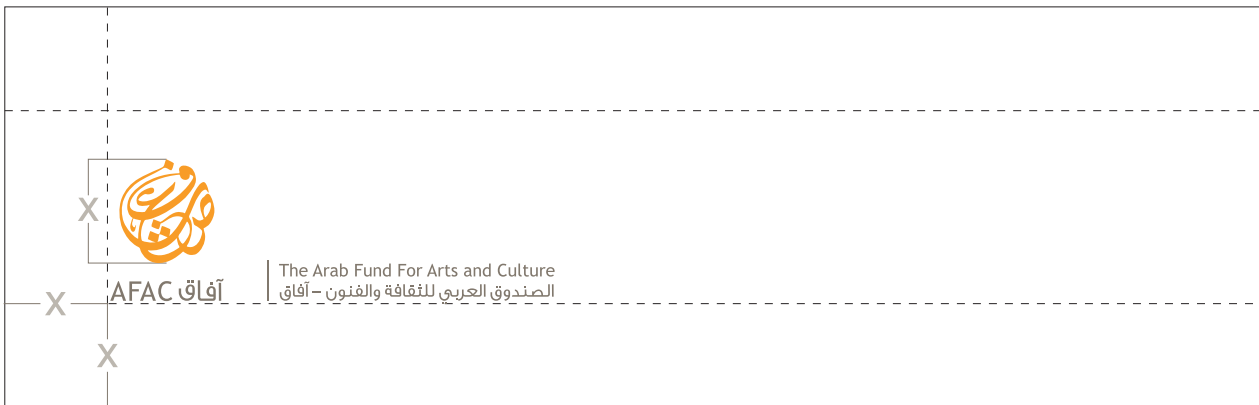
**Do not reverse the logo on a light background.**

**Do not print the logo on a cluttered background.**

## Brand positioning

The brand must be positioned in its own clear space, standing apart from other images and text. It must therefore be surrounded by a minimum clear zone as shown.

The clear zone helps protect the trade mark status of the brand and ensures it is always displayed to best effect.



# Brand positioning

When implementing the brand on a CD or DVD support, also make sure the logo is surrounded by a minimum clear zone as shown.

