

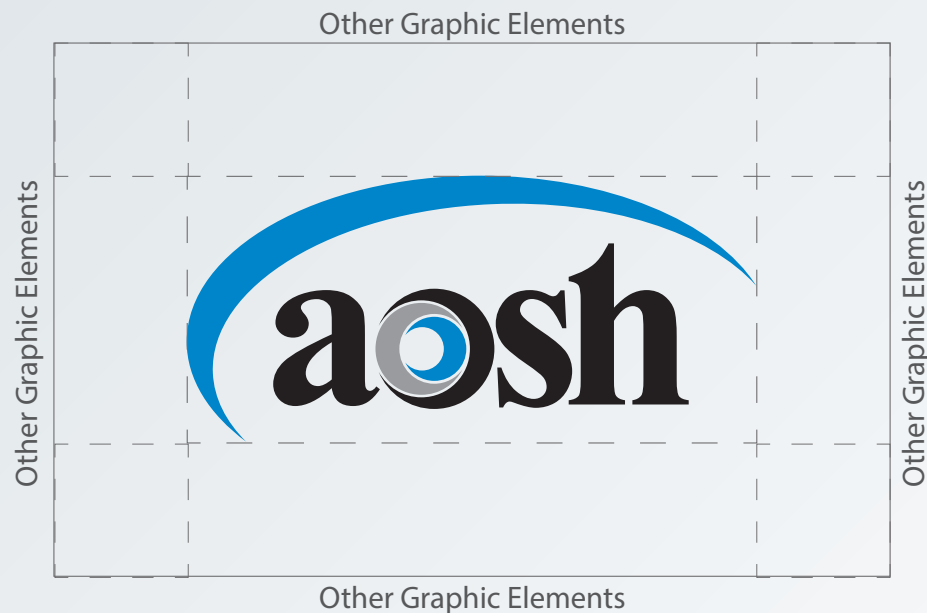
CI APPLICATION



Usage of Logo

EXCLUSION ZONE:

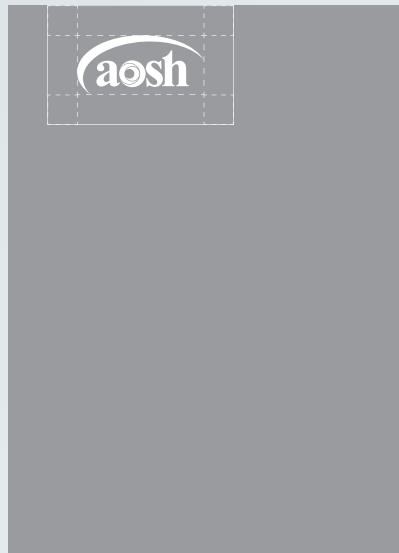
We've defined an exclusion zone that stops other graphic elements interfering with the AOSH logotype. The space between the logo and other element is the half of the AOSH logo's height all around.



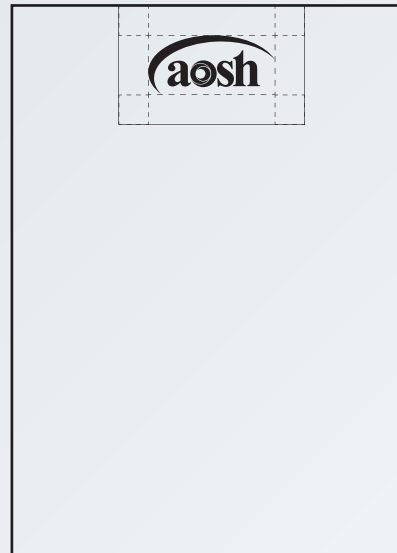
MINIMUM SIZE:
The logotype should never be too small to read. We've set a minimum size of 20mm.

Usage of Logo

Positioning



Always follow the exclusion zone rule when positioning the AOSH logotype around the edges of a page or when you are combining it with other graphic elements.



The logo does not have to live in corners or along edges in every instance, but care must be taken to create well balanced and considered compositions.

Usage of Logo



To keep our brand
fresh and exciting
always prefer to use coloured logo.



The AOSH logotype can be produced black and white as well.

Usage of Logo



To keep our brand fresh and exciting we have created a palette of 6 colours. The inspiration for these is explained in the next section. The AOSH logotype can be produced only from these colours in both positive (colour on white) and negative (white out of colour) forms. Please select the most appropriate colour for your communication and over time try to use them equally so we don't become associated with just one or two colours.

Usage of Logo

Usage On Photographs



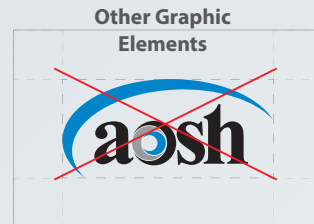
PREDOMINANTLY DARK For visual prominence and legibility, we only use the white version of the logotype on dark images.



PREDOMINANTLY LIGHT Lighter images allow the opportunity to use the colours from our palette. Always try to choose a colour that is sympathetic to those within the selected images.

Usage of Logo

Don'ts



The logotype has a graphic element or logo within the exclusion zone.



Any change in colors.



The logotype has been stretched.



The logotype has been rotated.



Do not lock-up the logotype with new typographic elements.



Change in Brand Colour



A coloured logotype has been used on an improper background.



A white logotype has been used on a light photograph.

As with any creative identity guidelines there will be elements that are open to interpretation. The AOSH UK logotype operates around rules of common sense. If you feel what you have done doesn't make sense, or looks strange then it is probably wrong. To help we have highlighted some things that should never be done to our logotype. We know you wouldn't do anything like this anyway but here they are just in case!

Usage of Logo

MYRIAD PRO FAMILY

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

1 2 3 4 5 6 7 8 9 0

Typography is a powerful tool in the development of a creative identity. Using a typeface consistently makes it recognisable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; clean, modern and stylish.

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