

Logotype guidelines

Our brand is what defines us in the eyes of the general public, our clients, and indeed ourselves.

Instantly recognisable, it is a valuable asset that expresses our unique personality and style, while establishing our positioning in the market place.

These guidelines have been produced to provide an overview of these basic elements and the way in which they can be used for maximum effect.

Awen symbol



The logotype

To enable the logotype to work across a large variety of applications, several variations have been created:

- Full colour positive
- Single colour positive
- Single colour negative

Please note: only use the single colour logotype on a colour background when the background has less than 40% black content.

Logotypes for each of the three variations have been created in spot colour, full colour process and RGB, to allow for use across all media types.

Lock up – full colour positive



Word marque – full colour positive



Lock up – single colour positive



Lock up – single colour negative



Minimum size

The brand lock up must never be used below the minimum size of 40mm.

This is to ensure legibility is never compromised.



Exclusion zone

To ensure the logotype is free to breathe, a clear area must be maintained around it at all times. No typography, imagery or other visual information should appear within this zone.

The exclusion zone around the logotype is equal to the cap height of the 'D'.



Colours

The logotype colours are Cyan, Magenta, Yellow and Black.

Follow the guide below. Accurate breakdowns of these colours across all applications is shown.

It is important to note that this is a guide. Always refer to accurate print guides when proofing colours.

The colours shown on this page and throughout these guidelines have not been evaluated by PANTONE Inc for accuracy and may not match the Pantone standards. Consult current Pantone publications for accurate colour.

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