Allied Electric Sign & Awning

Logo & Brand Identity Guidelines
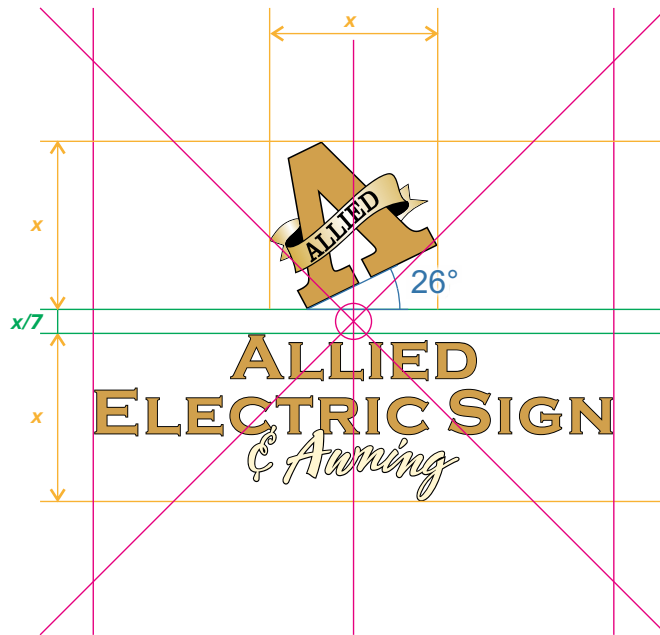
Contents

Primary Logo Stacked

Magenta indicates various item alignments and intersects (shown as a circles).

For example: the end of the logotype meets the 45 degree angle.

Yellow (x) shows how complete logo is divided.

Green (x divided by 7) space between images

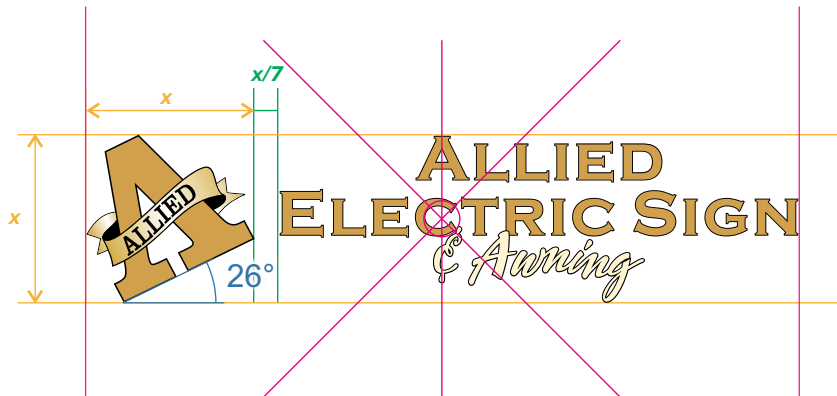Blue indicates the angle the "A" logo should be.

Logo Stacked Horizontal

Magenta indicates various item alignments and intersects on the 45 degree angles.

Yellow (x) shows how complete logo is divided.

Green (x divided by 7) space between images

Blue indicates the angle the "A" logo should be.
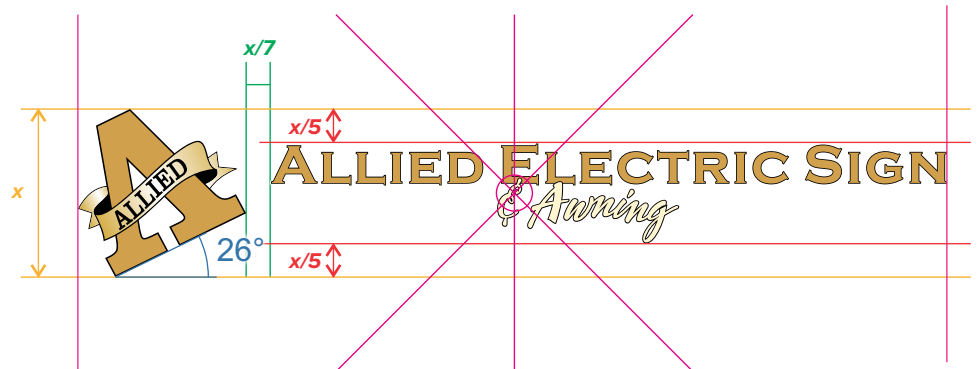

Logo Horizontal

Magenta indicates various item alignments and intersects on the 45 degree angles.

Yellow (x) shows how complete logo is divided.

Green (x divided by 7) space between images

Red (x divided by 5) shows equal distance.

Blue indicates the angle the "A" logo should be.

Logo pieces can appear as a individually as long as the integrity of the image is maintained.

The Typeface Family

Only two font styles are used with the Allied Brand Standard.

AvantGarde Bk BT family consists of 2 typeface widths: . Each of the 2 type widths contains 6 fonts: 3 weights and 3 italics.

The huge variety of font weights and widths will ensure imenense flexibility, and consistency for the future growth of the Allied identity.

When to Use:

AvantGarde Bk BT Bold is the primary font used for text other than main logo.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondance.

AvantGarde Bk BT Bold
ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

When to Use:

AvantGarde Bk BT Regular is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

AvantGarde Bk BT
ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

When to Use:

Custom Design "A" with custom font used for "Allied" text

When to Use:

Copperplate31ab is used for: "Allied Electric Sign" with a black outline.

Copperplate31ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()

When to Use:

Custom Lettering is used for: the text "& Awning" with a black outline
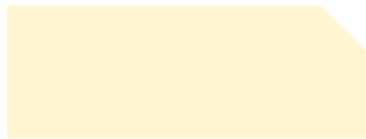
Custom Lettering

Pantone 7407C

PROCESS C19 M38 Y87 K1
SCREEN R207 G160 B78
WEBHTML #CFA04E

Pantone 0131C 50%

PROCESS C2 M0 Y23 K0
SCREEN R251 G247 B206
WEBHTML ##FBF7CE

Pantone 7540C

PROCESS C3 M2 Y0 K67
SCREEN R76 G79 B83
WEBHTML #4C4F53

Pantone 525C

PROCESS C73 M100 Y30 K32
SCREEN R90 G42 B94
WEBHTML #5A2A5E
VINYL 3M PLUM PURPLE 128
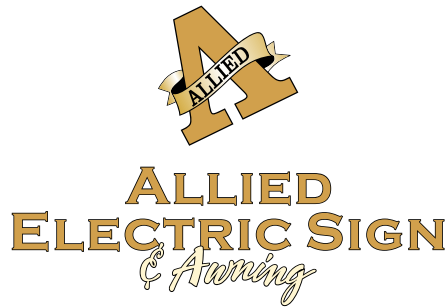
Pantone Black 6C

PROCESS C78 M69 Y62 K86
SCREEN R16 G23 B31
WEBHTML #10171F

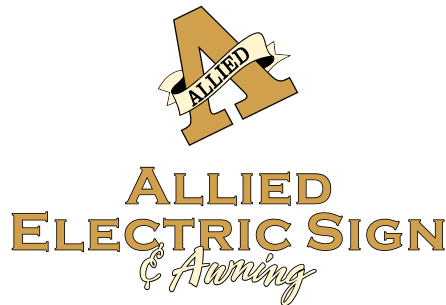Primary Logo

Secondary Logos

Primary Full Tone Color

This is the primary logo to use, and includes a subtle Color Burn on the banner. This is your main go-to version of the logo, except for limited exceptions below.
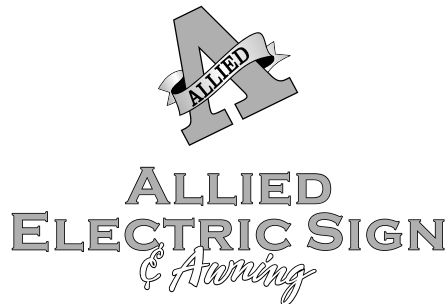
Full Flat Color

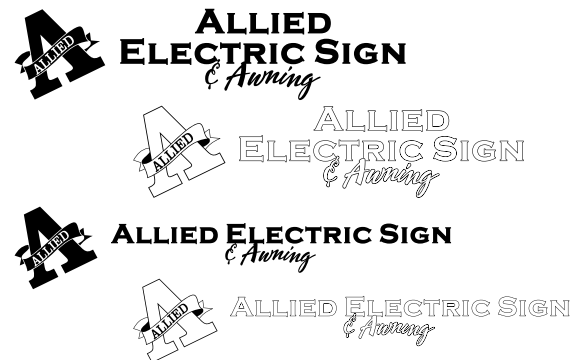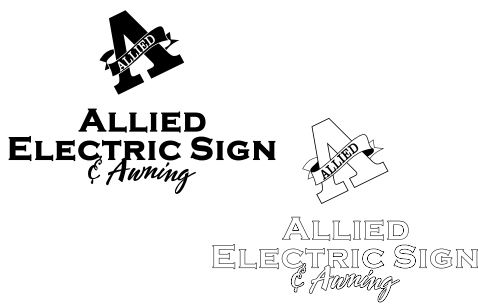This is the flat color version, and can be used in environments that might require a cleaner aesthetic.

Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.

Solid Black & Outline

The solid black or outline version are only to be used for Fax, and some forms of black/white commercial printing applications, & window vinyls with single color applications, where course halftones screens are used.

Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.

The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cylan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

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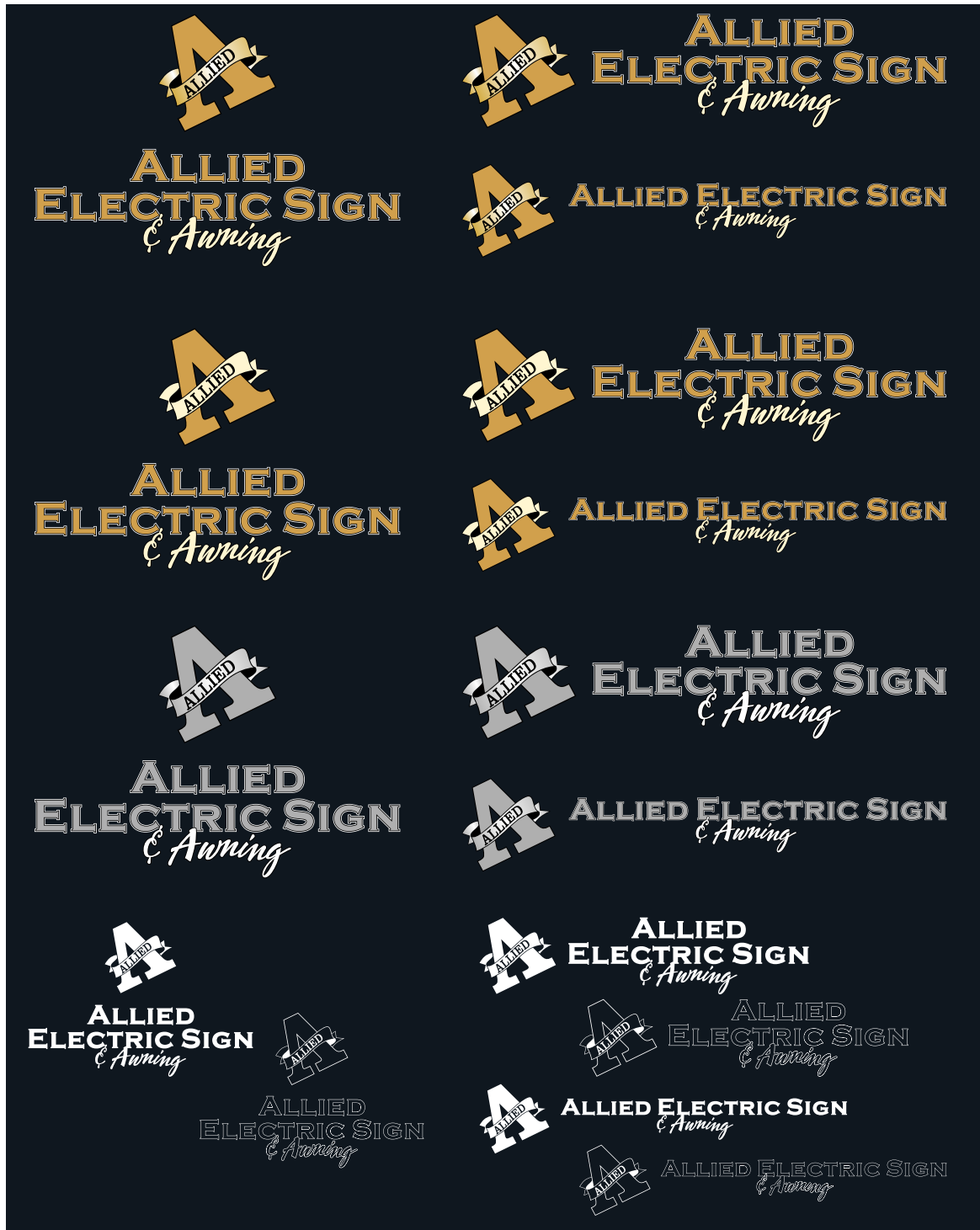
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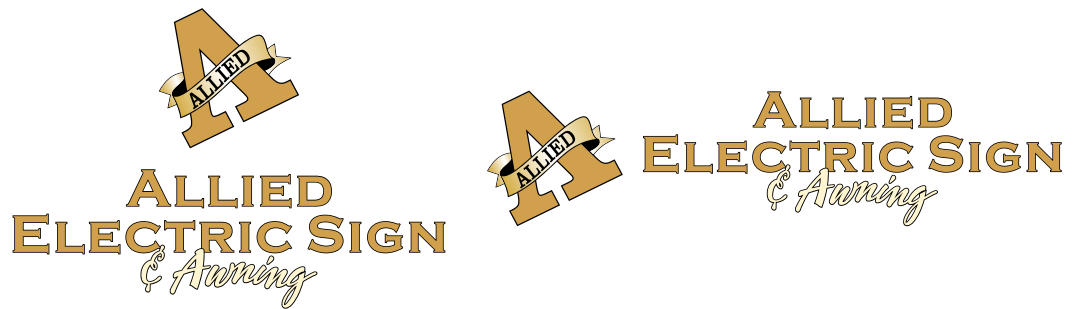
Partial Black Background

Partial backgrounds may be used on the Stacked Horizontal & Horizontal Logos if the band does not exceed lower than 75% height of "Allied A Logo" text & 103% total width of total logo.
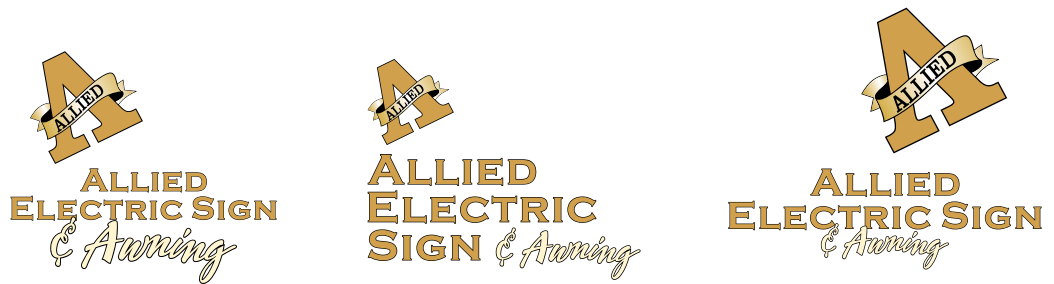
Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo missuse are shown below.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Copperplate31ab & custom lettering.

Do Not: Sizing

Do not skew, squish or squash the logo. Any resizing must be in proportion.

Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.