

APDH BRAND IDENTITY LOGO SET

The APDH logo set contains a variety of file and colour formats, with logos optimised for both print and on-screen use.

LOGO FORMATS

- **Primary (Main logo)** APDH Designer Homes (use **portrait version** over landscape version)
- **Secondary** - APDH

FILE FORMATS

- **EPS** - best quality for **print** at any size
- **SVG** - best quality for **on-screen** use at any size
- **PNG** - alternative for on-screen (NB: will pixelate if enlarged)
- **JPG** - alternative for on-screen (NB: will pixelate if enlarged)

SOCIAL MEDIA

- The logo has been formatted to a common square size suitable for use as Profile Photos for popular social media channels including Instagram, Facebook, Twitter and LinkedIn.

COLOUR FORMATS

- **Pantone** - colour format for higher-quality, specialty printing, using Pantone (PMS) spot-colour inks.
- **CMYK** - colour format suitable for most commercial and in-house printing.
- **RGB** - colour format suitable for on-screen use only. Printing from RGB files can result in inaccurate colour reproduction and is to be avoided.
- **Reversed** - White format for use on coloured backgrounds suitable for both print and on-screen use.

BRAND COLOURS

- **Black**
PANTONE Process Black
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000
- **White**
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff



DESIGN BY FIG TREE DIGITAL

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