

## AiM Style Guide



Single colour versions, in the recommended colours, are possible depending on the application.



### AiM Logotype Icon—tabs, desktop ribbon etc

This version of logotype has been provided and is in use.



### Typefaces

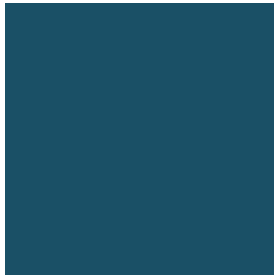
Franklin for san serif

Serif font recommendation coming

What font(s) are being used for AIM Suite UAT?

## AiM Colour Palette

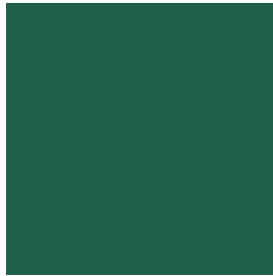
Note: matching Pantone colours exactly is not possible. When working with Pantone colours (ink, fabric, thread etc.) for merch etc., it's best to work with the supplier for as close a match as possible.



1A5066

Red = 26  
Green = 80  
Blue = 102

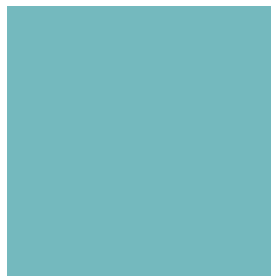
Cyan = 75  
Magenta = 22  
Yellow = 0  
Black = 60  
Pantone = 3165 C



246169

Red = 36  
Green = 97  
Blue = 105

Cyan = 66  
Magenta = 8  
Yellow = 0  
Black = 59  
Pantone = 5473 C



75B9BE

Red = 117  
Green = 185  
Blue = 190

Cyan = 38  
Magenta = 3  
Yellow = 0  
Black = 25  
Pantone = 7458 C



F5B700

Red = 245  
Green = 183  
Blue = 0

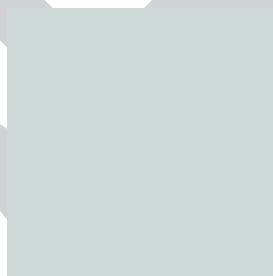
Cyan = 0  
Magenta = 25  
Yellow = 100  
Black = 4  
Pantone = 137 C



FE7109

Red = 254  
Green = 113  
Blue = 9

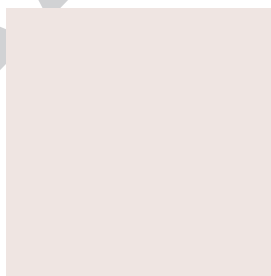
Cyan = 0  
Magenta = 56  
Yellow = 96  
Black = 0  
Pantone = 1585 C



CED7D6

Red = 206  
Green = 214  
Blue = 215

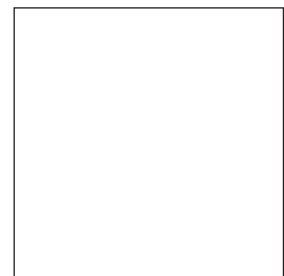
Cyan = 4  
Magenta = 0  
Yellow = 0  
Black = 16  
Pantone = 427 C



EEE4E1

Red = 238  
Green = 228  
Blue = 225

Cyan = 0  
Magenta = 4  
Yellow = 5  
Black = 7  
Pantone = 705 C



White

Red = 252  
Green = 247  
Blue = 248

Cyan = 0  
Magenta = 2  
Yellow = 2  
Black = 1  
Pantone = 705 C