

# Logo usage

CORRECT PRIMARY LOGO USAGE



Correct logo



Correct use of logo on coloured background

INCORRECT PRIMARY LOGO USAGE



Do not stretch logo



Wrong logo used on coloured background



Do not rotate logo



Do not change colour of logo

# Divisional logos

V2

AFG's individual lines of business are represented by a separate suite of logos.



## MINIMUM SIZE

The minimum size that the logo can be printed at is 15mm in width.



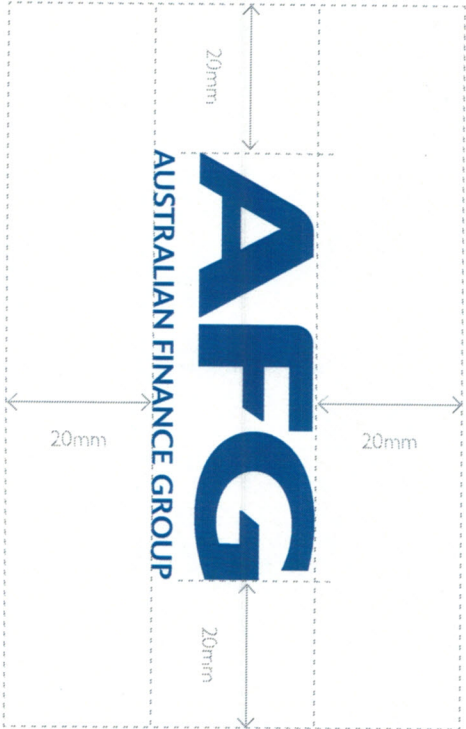
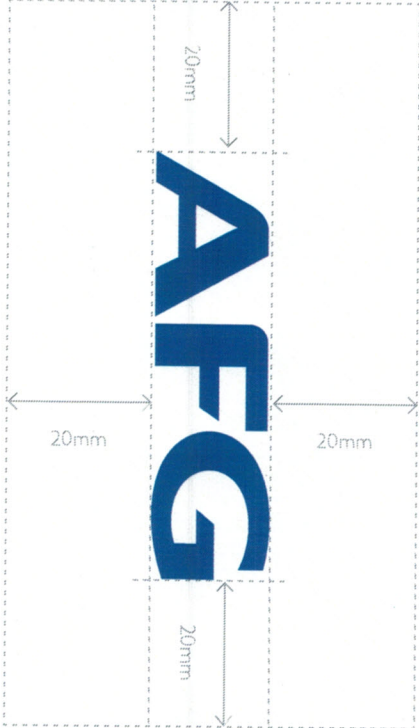
# Logo exclusion zones

V2

## EXCLUSION ZONES

Logo clear zones.

The AFG logo is a stand-alone identity and should not feature within 20mm of any other branding or page graphics.



# Member logo

V2

## CORRECT LOGO VERSION

Two versions of the AFG Member logo are available. The version used depends on what you prefer to be referred to as, an 'accredited' or 'exclusive' member (the choice is yours).

The 'Exclusive Member' or 'Accredited Member' text should always accompany the AFG logo when used on members' material.



## COLOUR PALETTE

The AFG blue is PMS 293

### CMYK

C: 100 M: 56 Y: 0 K: 0



### PMS 293



## MINIMUM SIZE

The minimum size that the logo can be printed at is 15mm in width.

