

Logo mark

This is the primary ‘corporate’ identity and should be used in all official communications.



Secondary logo



10mm clear area from all sides



10mm clear area from all sides

Secondary logo with abbreviation in two colors.
Logo with tagline

This unit is for internal communications where the acronym ASB is understood.

The size of the crest and lettering should be used in the proportions shown above.

The icons in the crest should be aligned to the top and the bottom of the lettering.

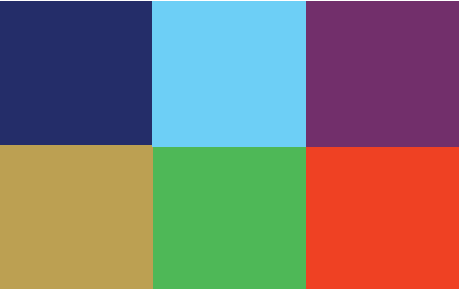
Color

Primary palette

Pantone 3435c
C86 M45 Y79 K49
R21 G71 B52
Web # 144734



C100 M90 Y10 K0 R36 G45 B105 Web #25408f	C50 M0 Y0 K0 R109 G207 B246 Web #6dcff6	C50 M100 Y0 K0 R114 G160 B107 Web # 92278f
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C27 M33 Y80 K2 R188 G160 B82 Web # bca052	C50 M0 Y100 K0 R78 G184 B87 Web # 8dc63f	C0 M90 Y100 K0 R239 G65 B35 Web # ef4123
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Gray color palette



C0 M0 Y0 K90 R25 G25 B25 Web # 414042	C0 M0 Y0 K60 R102 G102 B102 Web # 808285	C0 M0 Y0 K20 R204 G204 B204 Web # d1d3d4
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ASB has a 7 color primary palette and a grayscale palette.
The colors can be used in any combination as long as there is sufficient contrast between them.

Typography

Brand font

Headline

The quick brown fox jumps over the lazy dog
0123456789

Text

The quick brown fox jumps over the lazy dog
0123456789

System font

System

The quick brown fox jumps over the lazy dog
0123456789

Brand font

Noto font family is the primary typeface for ASB. The font family consists of Noto Serif and Noto Sans typefaces.

Noto Serif should be used for level communication, while Noto Sans should be used for body copy and other text.

System font

Myriad is the system font for ASB and should be used when the Noto family is not available. It is a default font and is available on most computers.