

# Active Consulting corporate guidelines

16 July 2016



# Logo



## Full colour (CMYK)

The full colour version is available in CMYK for litho printing. Use the RGB colour version for on-screen use.

# Alternative logos



In certain instances if the green gradient logo isn't clearly legible, or where colour printing is prohibitive the grey, black or white logo may be used.

Each colour logo is available with and without the extended line. Wherever possible the version with the extended line should be used.

# Logo use

## Minimum size

The standard logo must not be reproduced where the main body of the logo is smaller than 16mm in width.

16mm



## Exclusion zones

The minimum clear space for all logos is determined by using the height of the arrow head from the logo. This is then the measure used for clear space consistency.



Clear space is determined by using the height of the arrow head.



# Logo placement

Where possible the full logo should sit across the bottom of documents.



# Fonts

Avenir next medium - to be used for headings

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Avenir next regular - to be used for body text

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

# Fonts

## Alternative fonts

To be used if main fonts are unavailable

### Tahoma Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

### Tahoma Bold

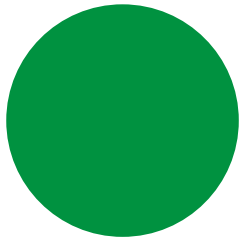
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

# Colours

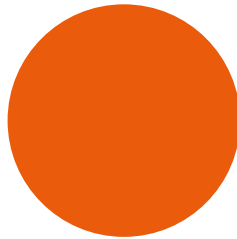
**Dark green**  
RGB 0/146/64  
CMYK 100/5/100/0



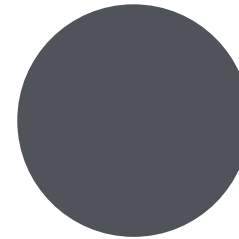
**Light green**  
RGB 134/188/37  
CMYK 55/0/100/0



**Orange**  
RGB 234/91/12  
CMYK 0/75/100/0



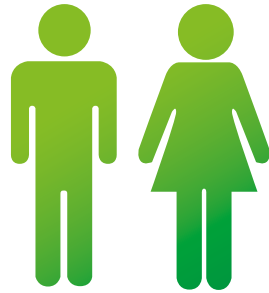
**Grey**  
RGB 80/83/96  
CMYK 40/30/20/66



**Gradient**  
Dark green - Light green  
Location 40%  
Angle 120°



# Illustration style





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