



BRAND GUIDELINES

February 2015

LOGO

Master Brand

The logo is made up of two elements: the symbol and the wordmark. It is mandatory to use the complete logo, Ai symbol and Group word, in its entirety. For general use there are three options available: colour, mono and reversed, in horizontal and vertical format.

COLOUR LOGO

PMS 432C and PMS 187C, or CMYK (print) or RGB (digital) on a white background.



MONO LOGO

100% solid black.



REVERSED LOGO

Reversed white on a charcoal or cherry red background.



CLEARSPACE

Master Brand

Always keep a minimum clear space surrounding the logo displayed. This is to ensure maximum impact and integrity of the brand. The height of the word 'GROUP' is used to determine the clear space. No other logos or type can appear within the clear space area.



LOGO MISUSE

To maintain the integrity of the logo and ensure it is prominent in its application, there are rules against logo misuse. Follow these rules to ensure the logo is used consistently across all mediums.



CORRECT



INCORRECT
DON'T use an outlined version of the symbol in the logo.



INCORRECT
DON'T alter or rearrange colours.



INCORRECT
DON'T apply effects or drop shadows.



INCORRECT
DON'T use shades or opacity.



INCORRECT
DON'T apply gradients to the logo.



INCORRECT
DON'T rotate the logo.



INCORRECT
DON'T use Ai symbol without the text, GROUP.



INCORRECT
DON'T stretch the logo.



INCORRECT
DON'T skew the logo.



INCORRECT
DON'T alter the relationship between any of the elements.

TYPEFACES

Primary Typeface

The primary typeface is Avenir Next.

In instances where this font is unavailable – this is possible on computers within the Ai Group system – the secondary typefaces should be used.

Secondary Typeface

The typefaces available on all Ai Group systems are Century Gothic and Arial. Century Gothic should only be used for main headings and sub headings. The secondary, or alternate, typeface, to be used in body copy only is Arial.

HEADINGS, SUB HEADINGS

Century Gothic Regular
Century Gothic *Italic*
Century Gothic Bold
Century Gothic ***Bold Italic***

BODY COPY

Arial Regular
Arial Bold
Arial *Italic*
Arial ***Bold Italic***

MINIMUM SIZE

Master Brand

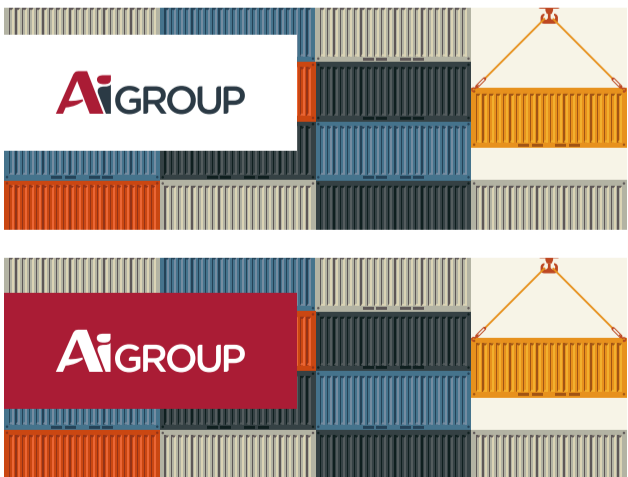
A minimum size is specified to maintain the integrity of the brand and ensure legibility across all applications. As a general rule it is recommended to reproduce the brand mark larger than the minimum size.

The horizontal logo cannot be smaller than 25mm wide in print use and 150px wide in digital use. The vertical logo cannot be smaller than 12mm wide in print use and 35px in digital use.



LOGO USE WITH IMAGERY

When colour logos are used over images, they may only be used on a white block colour or reversed out of the brand colour.



CORRECT

DO place logo in white or brand colour box when placed over image background.