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01 Introduction

Brand Guidelines ensure the visual design elements of **Air Bench** are applied correctly in every application in which the **Air Bench** logo is used. Published guidelines are essential for providing consistency in all communications. These guidelines should be followed to give **Air Bench** a uniformed identity, greater visibility and powerful marketing possibilities both digitally and in print.

The purpose of the guidelines is to create uniformity in the visual image of **Air Bench**. It is important that the standards set out the on the following pages are strictly followed, especially in regard to those concerning the **Air Bench** logo and communications.

02 Logo



The **Air Bench** logo is made up of two parts, the words 'Air Bench' and the ring. It has three flat colours, but may be displayed in silhouette. This can only be in white, black or green.

02 Logo spacing



The spacing around the **Air Bench** logo is 1/5th of the width to the sides, and 1/10th of the width for the top and bottom. No other items or graphics should be placed within the space. This includes slogans or section titles.

02 Logo sihouetting

The logo if required to be should only ever be silhouetted in to white, green and black. The **Air Bench** logo should never be placed over an image or background graphic. The spacing should still be observed.



03 Logo usage rules

Examples of incorrect usage of the **Air Bench** logo.



1. Do not add anything over the logo



2. Do not change the colours



3. Do not change the aspect ratio of the logo



4. Always give the logo its required space



5. Never rotate the logo



6. Do not place the logo on a photographic background

04 Fonts

The font used within the logo has been modified. This should never be used anywhere else other than within the logo and should not be changed. All other fonts should consist of 'Open Sans'. 'Open Sans' has 5 weights and 5 italics. The huge variety of font weights and widths will ensure flexibility, and consistency for the future growth of the **Air Bench** identity.

Open Sans

A B C D E F
0 1 2 3 4 5

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

04 Fonts & type

TITLES AND HEADERS

SUBHEADING

All web headings and main titles should be uppercase, in dark gray and bold weight. The subheading features right after the title, these should be half the font size, in dark gray and regular weight.

Other headings

All other headings should be normal case, dark gray and bold. These headings should not include a subheading.

Paragraph text should feature normal font weight, gray. All bold text should be within the dark gray colour. If text or headings are used on an image or dark background the font colour should always be white. Clickable links should be semibold and in the default green colour, for [example.com](#).

05 Colours

The **Air Bench** brand uses 7 key colours. These are: Green, Light Green, Cyan, Dark Gray, Gray, Light Gray and Very Light Gray.



Green

Hex: #007234
RGB Decimal: 0, 114, 52
CMYK: 100%, 0%, 54.39%, 55.29%

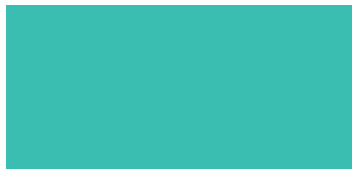
Pantone: 349 C
HSL: 147.37°, 100, 22.35
Web Safe: #006633



Light Green

Hex: #0fd065
RGB Decimal: 15, 208, 101
CMYK: 92.79%, 0%, 51.44%, 18.43%

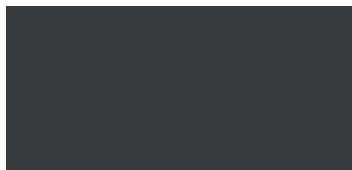
Pantone: 7480 C
HSL: 146.74°, 86.55, 43.73
Web Safe: #00cc66



Cyan

Hex: #0fd0bc
RGB Decimal: 15, 208, 188
CMYK: 92.79%, 0%, 9.62%, 18.43%

Pantone: 3252 C
HSL: 173.78°, 86.55, 43.73
Web Safe: #00cccc



Dark Gray

Hex: #404040
RGB Decimal: 64, 64, 64
CMYK: 0%, 0%, 0%, 74.9%

Pantone: 447 C
HSL: 0°, 0, 25.1
Web Safe: #333333



Gray

Hex: #666666
RGB Decimal: 66, 66, 66
CMYK: 0%, 0%, 0%, 60%

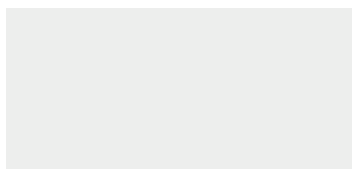
Pantone: 10 C
HSL: 0°, 0, 40
Web Safe: #666666



Light Gray

Hex: #cccccc
RGB Decimal: 204, 204, 204
CMYK: 0%, 0%, 0%, 20%

Pantone: 3 C
HSL: 0°, 0, 80
Web Safe: #cccccc



Very Light Gray

Hex: #f2f2f2
RGB Decimal: 242, 242, 242
CMYK: 0%, 0%, 0%, 5.1%

Pantone: 7541 C
HSL: 0°, 0, 94.9
Web Safe: #ffffff