



BRAND GUIDELINES

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Aa

ITC Avant Garde Gothic Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

AA

ITC AVANT GARDE GOTHIC PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*()

Aa

ITC Avant Garde Gothic Pro Bold

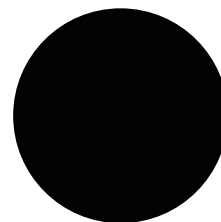
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

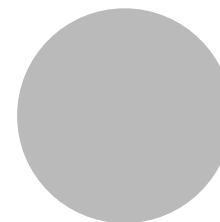
Where to use

ITC Avant Garde Gothic Pro Bold is the primary font used for headlines on the website, stationery and marketing materials.



BLACK

Hex: #000000
 RGB: 0 / 0 / 0
 CMYK: 100 / 100 / 100 / 100



GREY

Hex: #bababa
 RGB: 186 / 186 / 186
 CMYK: 27 / 22 / 22 / 0

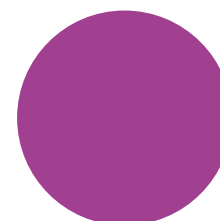
Primary

The colours to the right are the primary colours that should be used on the website, for stationery and marketing materials.



OFF WHITE

Hex: #ededed
 RGB: 237 / 237 / 237
 CMYK: 0 / 0 / 0 / 10



PURPLE

Hex: #a13f90
 RGB: 161 / 63 / 144
 CMYK: 44 / 85 / 0 / 0

LOGO

International Asexuality Day - Brand Guidelines - Our Logo



The logo is our most important graphic element that must be used correctly and consistently. The logo shouldn't be altered as this could weaken the brand.



SCALING



EFFECTS



STROKE



COLOUR CHANGE



ROTATION



ADDITIONAL ELEMENTS

Incorrect

The logo should not be altered, stretched or condensed. If changes to the logo are made this will weaken the brand image and the consistency we aim to achieve.

The versions shown on the right show some, but not all possibilities of ways the logo can be used inappropriately.