



# **BRAND STYLE** **GUIDELINES**

2018 Version 01



Our logo, with its strong modern design and bold APTIM Orange and Blue, symbolizes who we are, what we do, and how we do it. The following pages provide detailed direction regarding the appropriate use of the logo.



# LOGOS

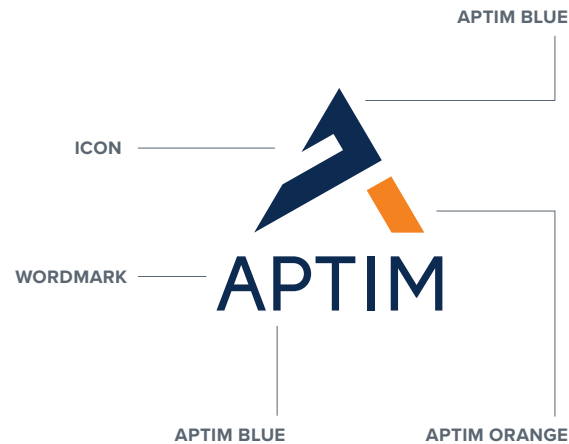
The APTIM logo is available in two forms: stacked logo (primary) and inline logo (alternative). These two forms are fixed and never appear differently than the forms shown here.

To protect the prominence and integrity of the stacked logo, minimum clear space is maintained around the perimeter of the logo. Above and below the logo, the minimum clear space is at least the height of the “M”. Left and right of the logo, the minimum clear space is at least the width of the “M”.

## STACKED LOGO [PRIMARY LOGO]

The stacked logo is the primary logo representing our brand and should be used in most situations. The stacked logo is used in situations where vertical space is not limited.

### STACKED LOGO



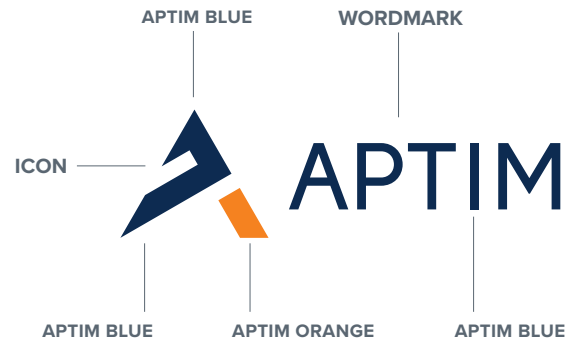
### MINIMUM CLEAR SPACE



## INLINE LOGO [ALTERNATIVE LOGO]

The inline logo is an alternative logo representing our brand. The inline logo is used in situations where vertical space is limited and there is more horizontal space than vertical space.

### INLINE LOGO



### MINIMUM CLEAR SPACE



# LOGO VARIATIONS

The stacked color logo and inline color logo are the preferred first choice logos as they are the most visible and recognizable representations of the APTIM brand.

Other design variations may be used depending on the color of the background being used.

The icon logos are available for designers to identify the brand in limited spacing situations and any design treatments.

The logo variations and icons shown on this page are approved assets, which are available in various files formats and color space splits. Logos can be downloaded from [APTNet](#).



## STACKED COLOR LOGO

Used for multi-color printing on light backgrounds.



## STACKED LOGO REVERSE

Used on dark backgrounds and non-busy photographs.



## STACKED GRAYSCALE LOGO

Black / APTIM Dark Gray / APTIM Cool Gray  
Used for black and white or monochromatic color printing on light backgrounds.

MINIMUM DISPLAY SIZE = 0.5 x 0.5 inches

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## INLINE COLOR LOGO

Used for multi-color printing on light backgrounds.



## INLINE LOGO REVERSE

Used on dark backgrounds and non-busy photographs.



## INLINE GRAYSCALE LOGO

Black / APTIM Dark Gray / APTIM Cool Gray  
Used for black and white or monochromatic color printing on light backgrounds.

MINIMUM DISPLAY SIZE = 1 x 0.2917 inches

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## COLOR ICON

Used only in design treatments and footer situations where space is limited to use the entire logo. Used on light backgrounds.



## REVERSE ICON

Used only in design treatments and footer situations where space is too limited to use the entire logo. Used on dark backgrounds and non-busy photographs.



## GRAYSCALE ICONS

Black / APTIM Dark Gray / APTIM Cool Gray  
Used only in design treatments and footer situations where space is too limited to use the entire logo. Used on light backgrounds.

# MISUSES

## STACKED LOGO



STRETCH OR SKEW LOGO



ROTATE LOGO



PLACE LOGO ON BUSY BACKGROUND  
OR BUSY PHOTOGRAPH



CHANGE ANY PART OF THE LOGO  
OR WORDMARK



CHANGE ANY COLOR IN THE LOGO  
EXCEPT FOR DESCRIBED USE

## INLINE LOGO



STRETCH OR SKEW LOGO



ROTATE LOGO



PLACE LOGO ON BUSY BACKGROUND OR  
BUSY PHOTOGRAPH



CHANGE ANY PART OF THE LOGO  
OR WORDMARK



CHANGE ANY COLOR IN THE LOGO  
EXCEPT FOR DESCRIBED USE

## LOGO ICON



STRETCH OR SKEW LOGO



ROTATE LOGO



PLACE LOGO ON BUSY BACKGROUND OR  
BUSY PHOTOGRAPH



CHANGE ANY COLOR IN THE ICON  
EXCEPT FOR DESCRIBED USE

The primary, secondary, and icon logos and their variations, are fixed and never altered or deconstructed. The logos on this page are examples of some but not all of the potential misuses of the logo.

Maintaining the integrity of the primary and secondary logos, their variations, and protects brand identity.



**Expect the Extraordinary.**