

Brand Guidelines



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One voice, making a difference



Unity through consistency and uniformity



Clarity through simplicity and legibility



Professionalism through appropriate execution



Equality through prioritising accessibility

This guide provides a framework for use of AELP's brand and associated materials, to ensure our visual identity reflects our brand values of **unity**, **clarity**, **professionalism** and **equality**.



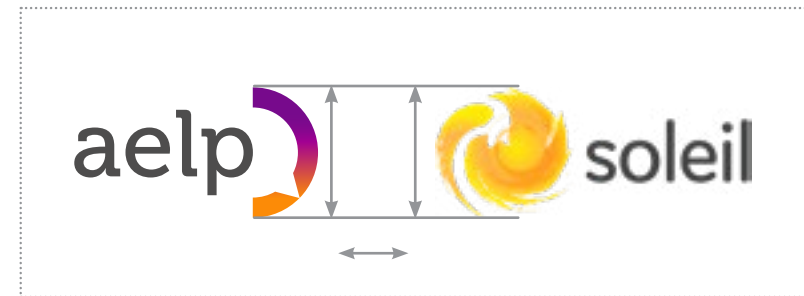
Breathing Space

It is important to provide a sufficient amount of clear, 'breathing space', around the logo when positioning it or aligning it with other elements. Clear space maximises impact and clarity.

The clear space should be **at least half the height of the logo**.

Co-branding

Allow sufficient clear space between logos: a space equivalent to **at least half the height of the logo** and always ensure our logo has an equal height to the partner logo.



! Insufficient space between logos and a mismatch in height.



Primary logo

Minimum width: 100px/30mm

To maintain definition, the primary logo should be used on a solid background of (in most situations) white. **It should not overlap images or graphics.**



Monochrome logo

For use on coloured backgrounds

Where a coloured background is used, our monochrome logo is available in light and dark variations of white and grey.

Favicon

100px width and below

The logo should retain a minimum width of 100px, below this the favicon should be used



Below 100px in width, the favicon should be used - this is a simplified, icon version of our logo for use on mobile, browser tabs and social media.



Online (RGB/eps/png) and print (CMYK/eps) logos are available upon request and the correct colour mode and file format should always be used depending on the output. If in doubt, please [get in touch](#).



Examples of logo misuse

! Don't apply effects



! Don't change the colour



! Don't place on patterns



! Don't place on images



! Don't distort



! Don't outline



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Primary palette

Our five core brand colours

AELP's **five core brand colours** make up the primary palette. A secondary palette of **accent colours** may be used alongside the core colours to expand upon and compliment them, while retaining brand integrity.

RGB: #770A8C CMYK: 75 98 2 0

RGB: #A30091 CMYK: 42 100 0 0

RGB: #FC8C08 CMYK: 0 54 100 0

RGB: #4E4E4E CMYK: 65 58 57 36

RGB: #333333 CMYK: 69 63 62 58

Secondary palette

RGB: #C8A5E1
CMYK: 27 40 0 0

RGB: #FCD2F9
CMYK: 4 24 0 0

RGB: #770A8C
CMYK: 6 100 56 1

RGB: #6600B8
CMYK: 81 89 0 0

RGB: #BC00AE
CMYK: 46 88 0 0

RGB: #730067
CMYK: 65 100 21 13



Heading 1: Museo 500

A B C D E F G H I J K L M
a b c d e f g h i j k l m

Heading 2: Museo 300

A B C D E F G H I J K L M
a b c d e f g h i j k l m

Heading 3: Fira Sans

A B C D E F G H I J K L M
a b c d e f g h i j k l m

Body copy: Fira Sans

A B C D E F G H I J K L M
a b c d e f g h i j k l m

Typography

Within core-brand marketing materials, Museo and Fira Sans should be used for heading fonts and body copy (as above). Within branded documents, such as Word or PowerPoint, where Museo and Fira Sans are unavailable, our house system-font - Calibri - should be used. Body copy should have a minimum size of 11 points and regular weight should be used below 12 points to ensure legibility.

Always endeavour to give text a clear, visual hierarchy by distinguishing between heading levels, H1 being the largest, followed by H2 and so on.

Please [get in touch](#) if you require any assistance acquiring or installing fonts.

Spacing

It is important to provide generous padding and margins around text for optimum clarity and a professional and polished aesthetic.



Colour contrast

We aim to ensure that our brand, and associated online material, is accessible to as many users as possible. In order to achieve this, the text and background colour's contrast ratio should be within **W3C's AA standard guidelines** of (4:5:1) or above.

If you would like to check the contrast of your text and background colours, visit [this link](#) for more information, to sample colours and check that your ratio is AA compliant.

✗ Incorrect contrast ratio

ABCD	ABCD
ABCD	ABCD
ABCD	ABCD



If you would like help or advice on achieving a W3C AA compliant contrast ratio when using our brand – please [get in touch](#).

✓ Correct contrast ratio

ABCD	ABCD
ABCD	ABCD
ABCD	ABCD
ABCD	ABCD

✓ Correct contrast ratio above 14 points

ABCD	ABCD
ABCD	ABCD



aelp

