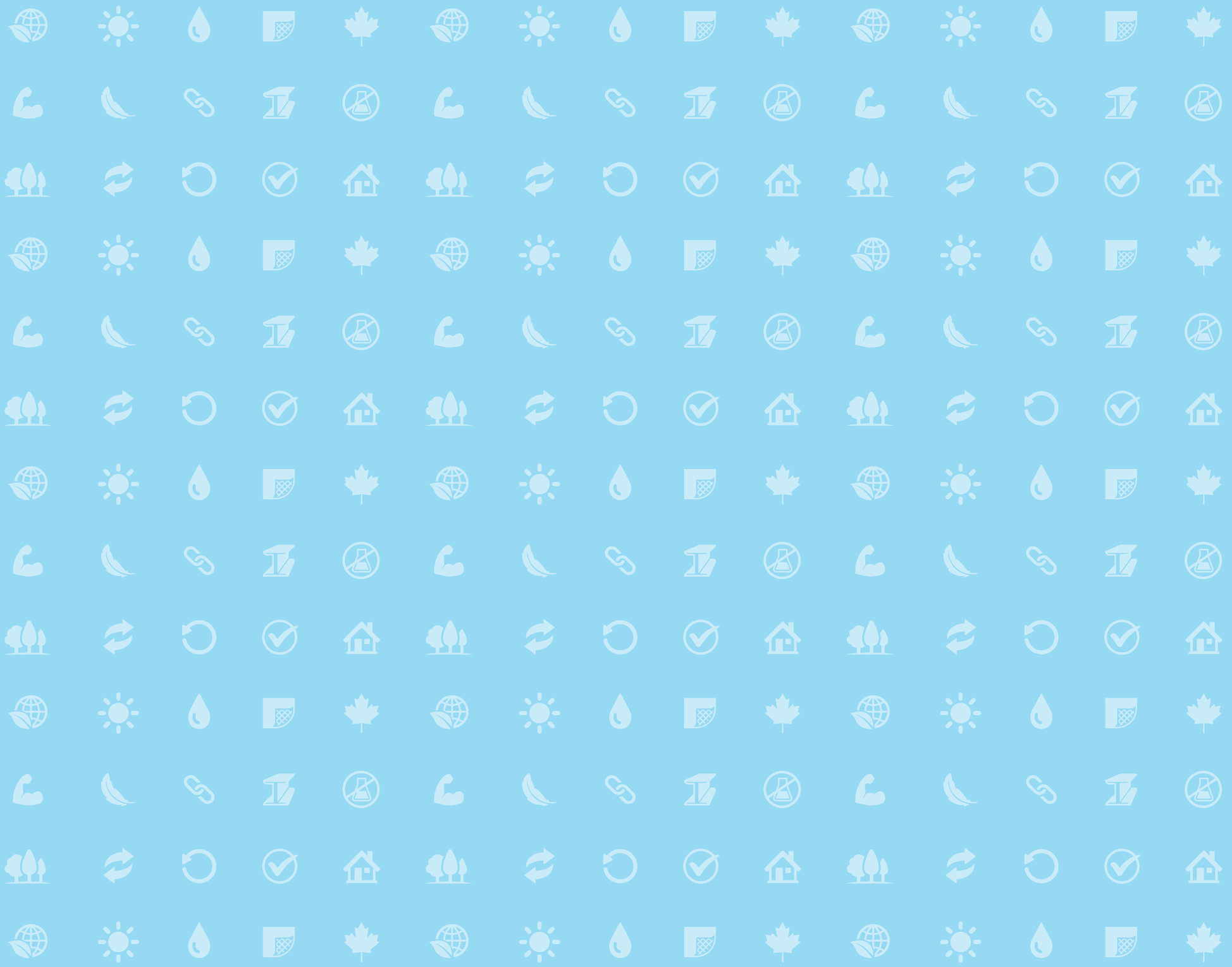
ATLAS GRAHAM FURGALE

AGF

Visual Identity Guide

Abridged Brand Guide - June 2019



Visual Identity

Primary Colour Logos

The primary colour version of the Atlas Graham Furgale logo should be used consistently in all applications.

The primary logo should always appear in the specified yellow brand colour (PMS 7406) over the specified blue brand colour (PMS Reflex Blue).

The secondary reversed colour logo is to be used in instances where a blue logo is required, the two brand colours are flipped: Blue for the logo and yellow for the background.

Primary colour logo

Secondary reversed colour logo

Logo Versions

The one-colour or reverse one-colour logo are to be used only when a single colour is available for reproduction. PMS Reflex Blue is the only colour to be used.

Black and reverse logos are used where black and white applications are required.

One-colour & reverse one-colour logos

Black & reverse logos

It is important that the logo can be clearly viewed and read at all sizes.

Logo Guidelines

Clear Space

A square clear zone should be maintained around the logo with all sides equal to the height of the letter "F" (x 2).

Applications

Choosing the correct logo for the application is extremely important. For print jobs, use an EPS vector file, process or PMS version of the Atlas Graham Furgale logo. For digital use, choose a low-resolution (72 PPI) jpeg or png file.

Clear Space

X- height
The height of the top section of the letter F (x2) is used as the measurement of "x".

Logo Guidelines

Minimum Size

The logo should not be reproduced any smaller than 1.5" for the Atlas Graham Furgale logotype for print and 150 pixels for digital applications.

Colour Format

PMS: For use when printing one or two colour jobs using the Pantone Matching System (PMS)
Process: For use when printing four-colour process (CMYK)
RGB: For use on screens (websites, broadcast, etc.)

File Format

Vector: For use when printing the logo at any size (eps, ai)
Raster: For use on screens (jpeg, png)

Minimum Size

1.5"

1.5"

Logo Usage

Incorrect Usage

1. Never use the Atlas Graham Furgale icon without the company name.
2. Do not alter the logo and its components in any way.
3. Do not place the logo on a busy background or a background with low contrast.
4. Do not distort or stretch the logo.
5. Do not combine the logo with other graphical elements and or text.
6. Do not add any effects to the logo.
7. Do not change the colours of the logo or logo elements: the icon, logotype or text.

Incorrect Usage Examples

Colour Palette

All efforts should be made to ensure that the corporate logo appears in its approved colours: PMS Reflex Blue and PMS 7406 (yellow), with accompanying elements in secondary colours.

Primary Colour Palette

PMS: REFLEX BLUE
HEX: #001489
RGB: 0, 20, 137
CMYK: 100, 89, 0, 0

PMS: 7406
HEX: #F1C400
RGB: 241, 196, 0
CMYK: 0, 20, 100, 2

Secondary Colour Palette

PMS: 306
HEX: #00B5E2
RGB: 0, 181, 226
CMYK: 75, 0, 5, 0

PMS: 7488
HEX: #78D64B
RGB: 120, 214, 75
CMYK: 52, 0, 82, 0

PMS: 715
HEX: #F68D2E
RGB: 246, 141, 46
CMYK: 0, 54, 87, 0

PMS: Black
HEX: #2C2A29
RGB: 44, 42, 41
CMYK: 0, 0, 0, 100

White

PMS: 429
HEX: #A2AAAD
RGB: 162, 170, 173
CMYK: 21, 11, 9, 23

Corporate typefaces are valuable assets that must be used consistently in the proper, approved forms.

Typography

Roboto is an update to the current Myriad font used on Atlas Graham Furgale collateral. It shares the same geometric structure and proportions, while allowing the letters to be set in a natural width, aiding in legibility and clarity.

The Roboto font family features a sans serif and a condensed version, with multiple weights. The font is web safe and will aid in creating a consistent visual brand presence across all digital and print media.

Primary Font

Our Values Build Value

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890‘?”‘!”(%)[#]{@}/
&\<-+=>®©$£¥¢:;,.*

Styles

Thin	**Medium**
Thin italic	***Medium italic***
Light	**Bold**
Light italic	***Bold italic***
Regular	**Black**
Regular italic	***Black italic***

Typography

Roboto Condensed is ideal for product descriptions on packaging in multiple languages. The narrow width of the font allows more text to fit the same area as a regular fixed-width font.

Secondary font

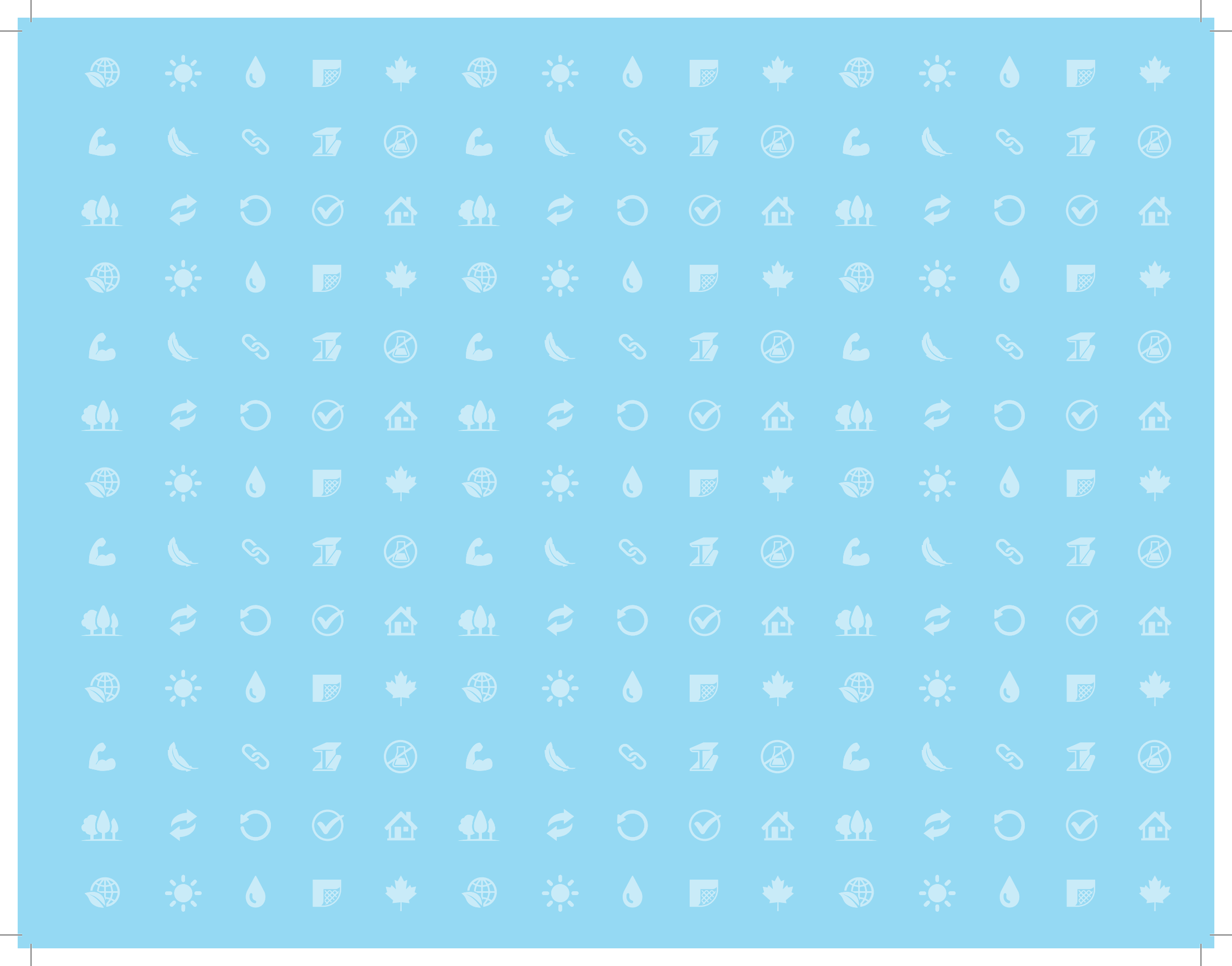
Our Values Build Value

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}/
&\<-+=>®©$£¥¢:;,.*

Styles

Light
Light italic
Regular
Regular italic
Regular
Regular italic



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