AIM
overseas

10 YEAR ANNIVERSARY
— 2007 — 2017 —

QUICK START UP GUIDE

Version 01 | 16/02/2017

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TWO LOGOS?

LOGO

LOGO & NAME

Yes, there is two logos, one with 'AIM OVERSEAS' text at the bottom and another one without.

Which one should I use?

It's simple. If you're planing to add this logo to any item where AIM OVERSEAS logo is already present use the logo on the left. AIM web site is a perfect sample of where we should use the logo on the left.

The one on the right is perfect if you need T-Shirts or any other similar item.

10 YEAR ANNIVERSARY
—2007—2017—

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AIM OVERSEAS

SAFE AREA

MINIMUM AREA

A minimum amount of white space, or "safe area," must surround the logo. As shown, the safe area is based on the height of the blank space between the text 'ANNIVERSARY' and '2007-2017' text. Do not place text or other graphic elements within this area.

LOGO ALTERNATIVES

PORTRAIT

LANDSCAPE

There is two alternatives to be considered in reference to the area where the logo will be placed –portrait and landscape–.

Choose the variation that best fits the area where the logo will be placed. It's up to the designer.

LOGO VARIATIONS

COLOR

BLACK

WHITE
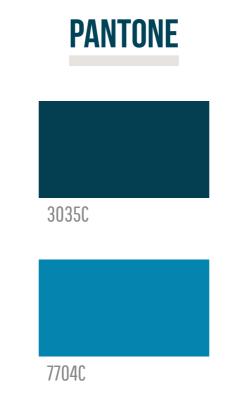
Which one should I use?

The preferred option is the color logo but sometimes will be very useful to use any of the other variations. Please ensure there is enough contrast between the logo and the background behind it. It will guarantee the correct logo visibility.
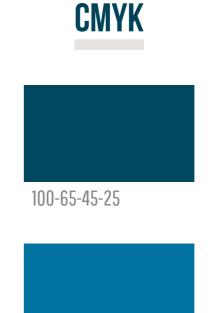
Please refer to COLOR section for color specifications. There is a full pack with all logos in RGB, CMYK and Pantone. Illustrator (.ai), Photoshop (.psd), PNG, PDF, JPG are available.

COLORS

RGB

0-66-88

18-132-173

HTML

#014258

#1184ae

PANTONE

3035C

7704C

CMYK

100-65-45-25

90-35-15-15

I am not sure which one I have to use... :(

For web and online you will need RGB or HTML. If you are planning to print anything probably you are going to use CMYK although some times it's better using Pantone.

Still questions?

Do not worry, contact Enrique from Creative-Studio.es

FONTS

GOTHAM FAMILY

GOTHAM ULTRA
The quick brown fox jumps over a lazy dog.
1234567890@?#%|@#¢+÷/-=«»‹›"" £€$©™®&(:)

GOTHAM REGULAR
The quick brown fox jumps over a lazy dog.
1234567890@?#%|@#¢+÷/-=«»‹›"" £÷$©™®&(:)

GOTHAM BOLD
The quick brown fox jumps over a lazy dog.
1234567890@?#%|@#¢+÷/-=«»‹›"" £÷$©™®&(:)

GOTHAM BOOK
The quick brown fox jumps over a lazy dog.
1234567890@?#%|@#¢+÷/-=«»‹›"" £€$©™®&(:)

QUESTIONS

FOR ANY ENQUIRE

If you're reading this probably you are not Mr Rob Malicki (the man for any question) :D

Contact him via email
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www.aimoverseas.com.au

TECHNICAL INFORMATION

The man behind the design is Enrique so if something is wrong it's all his fault!

Contact him via email
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www.creative-studio.es