



**AACHI**  
— LONDON —

LOGO

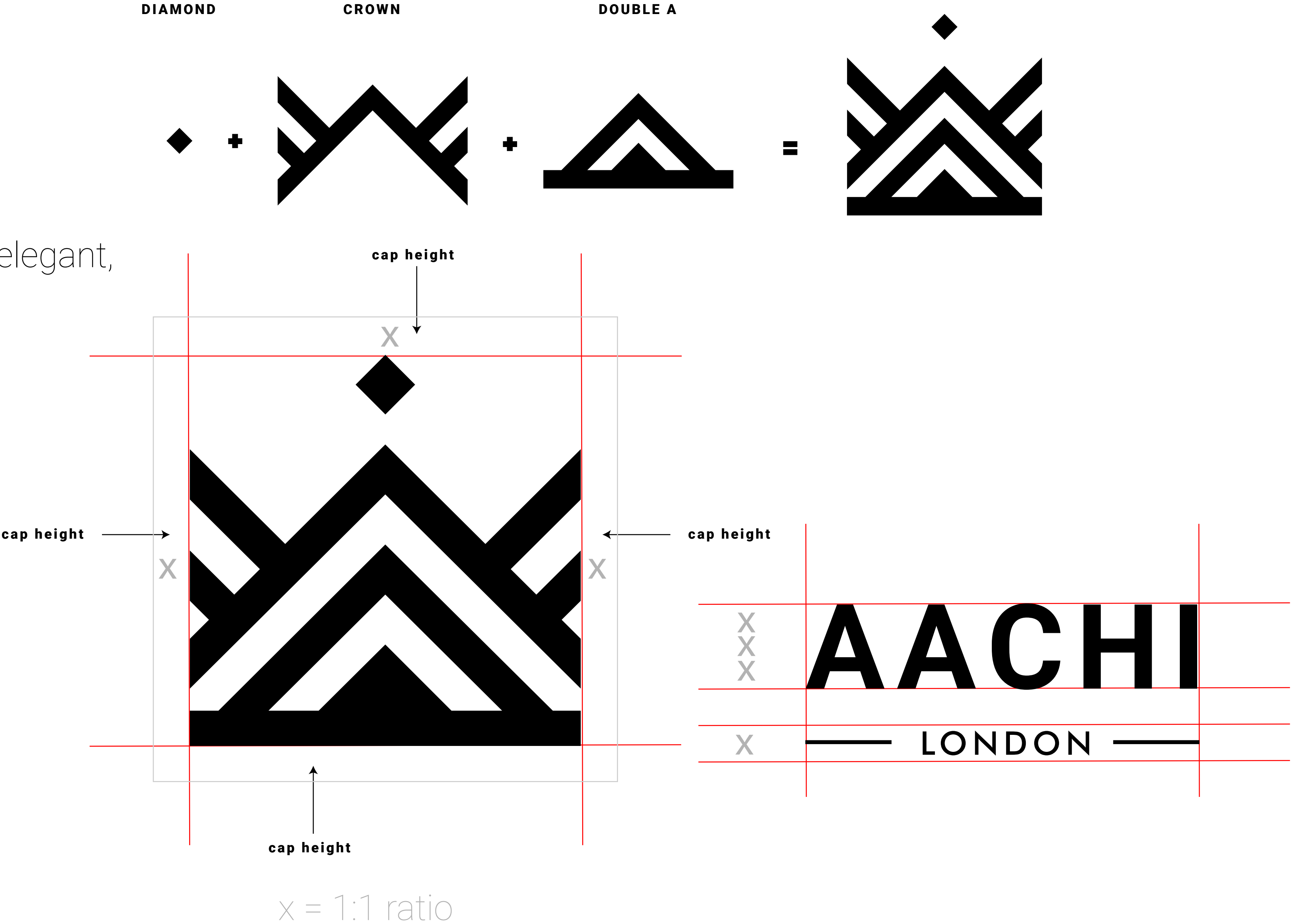


Our logo is a very valuable asset.  
We must treat it nicely.



# ABOUT LOGO

Logo resembles a crown, elegant,  
sophisticated yet simple  
Designed in a perfect  
1:1 ratio.





### **Print logo**

This logo is to be used for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.



### **Screen logo**

This is our logo to be used for all screen work, including websites, banners and presentations. Please make sure you are using the latest version as we have made it 17% nicer than the earlier version..



# LOGO POSITIONING

Our logo can be placed in different positions across our communications, depending on the context and format.

## Primary and Secondary Positions

Our preferred logo position is in the top center, to lead with our brand.

Our secondary position is in the top left-hand corner

Primary logo position



Secondary logo position



Primary logo position



Secondary logo position



# LOGO SIZE

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

**Digital:**  
Minimum width 50 px.

**Print:**  
Minimum width 15 mm.

Minimum size  
50 px or  
15 mm



100 px or  
30 mm



200 px or  
50 mm



300 px or  
80 mm



500 px  
132.2 mm





# LOGO TYPEFACE

ROBOTO (BOLD)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (,.><!@#\$%^&\* /|{ })

Roboto is a neo-grotesque sans-serif typeface family developed by Google . It is our primary font used in every print & online communication.

To download Roboto  
<https://fonts.google.com/specimen/Roboto>



AACHI

LONDON

FUTURA (MD BT)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (,.><!@#\$%^&\* /|{ })

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It is based on geometric shapes. It is our secondary font used in the Logo

To download Futura  
<https://www.wfonts.com/font/futura>

# LOGO COLOR

Our logo comes in three different colorways to create consistency. The one you use will depend on your background image or color. (Avoid gradient colors)



|      |         |     |     |   |
|------|---------|-----|-----|---|
| RGB  | 255     | 255 | 255 |   |
| CMKY | 0       | 0   | 0   | 0 |
| HEX  | #FFFFFF |     |     |   |



|      |         |   |   |     |
|------|---------|---|---|-----|
| RGB  | 0       | 0 | 0 |     |
| CMKY | 0       | 0 | 0 | 100 |
| HEX  | #000000 |   |   |     |



|      |         |     |    |   |
|------|---------|-----|----|---|
| RGB  | 209     | 183 | 80 |   |
| CMKY | 20      | 24  | 82 | 0 |
| HEX  | #D1B750 |     |    |   |

# LOGO DO'S AND DON'TS

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.

