

ARCTIC ZOO

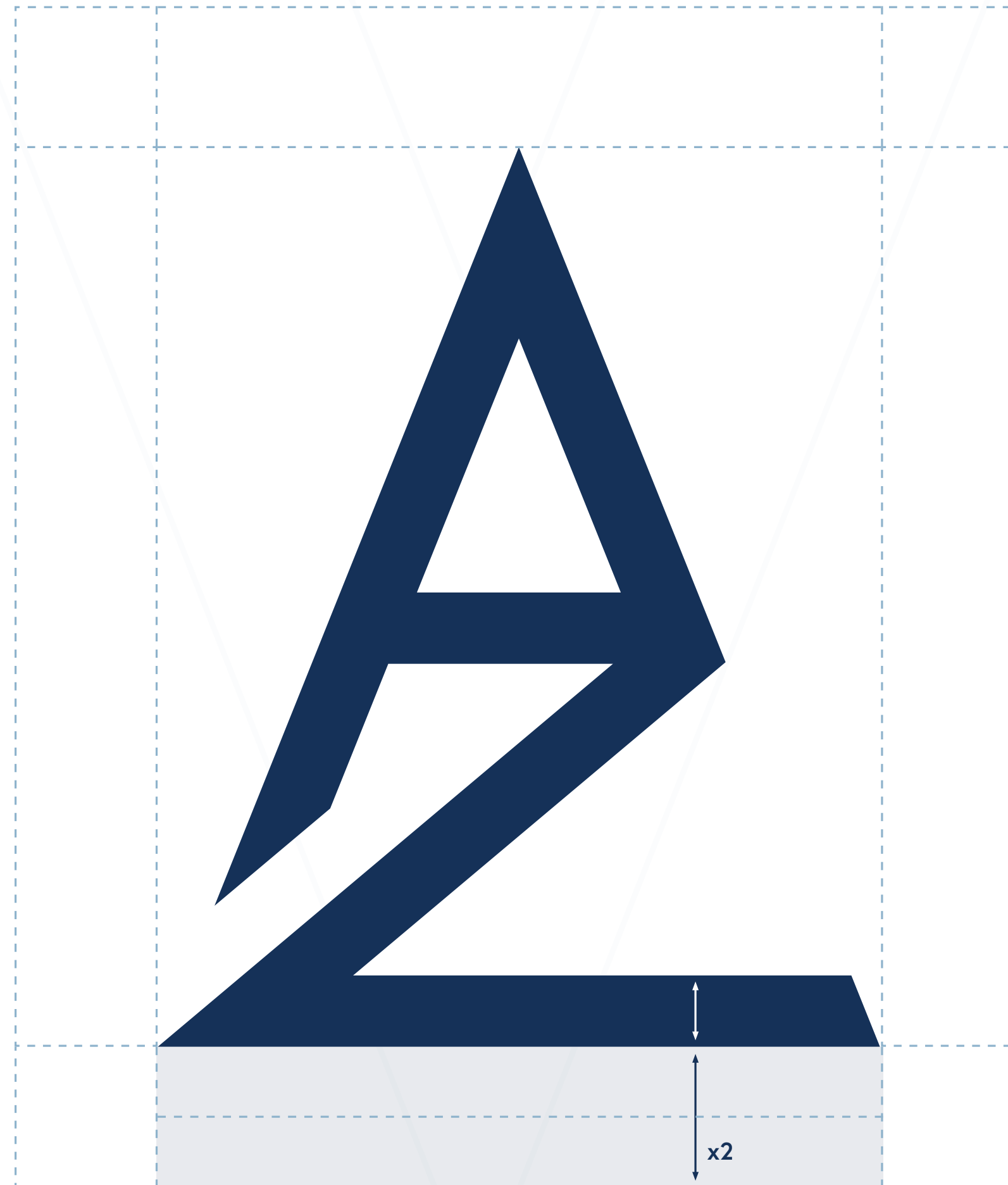
BRAND GUIDLINES

CLEAR SPACING

LOGO WITH WORDMARK

The clear space around the AZ logo is 2x the height of the bottom stroke

The clear space between the AZ logo and wordmark is 2x the height of the bottom stroke. Wordmark to fit within the grid as shown.



CLEAR SPACING

WORDMARK

Typeface - **Aqua Grotesque**
Tracking value of **270**

The clear space around the wordmark
is the height of one A.



LOGO IN CONTEXT

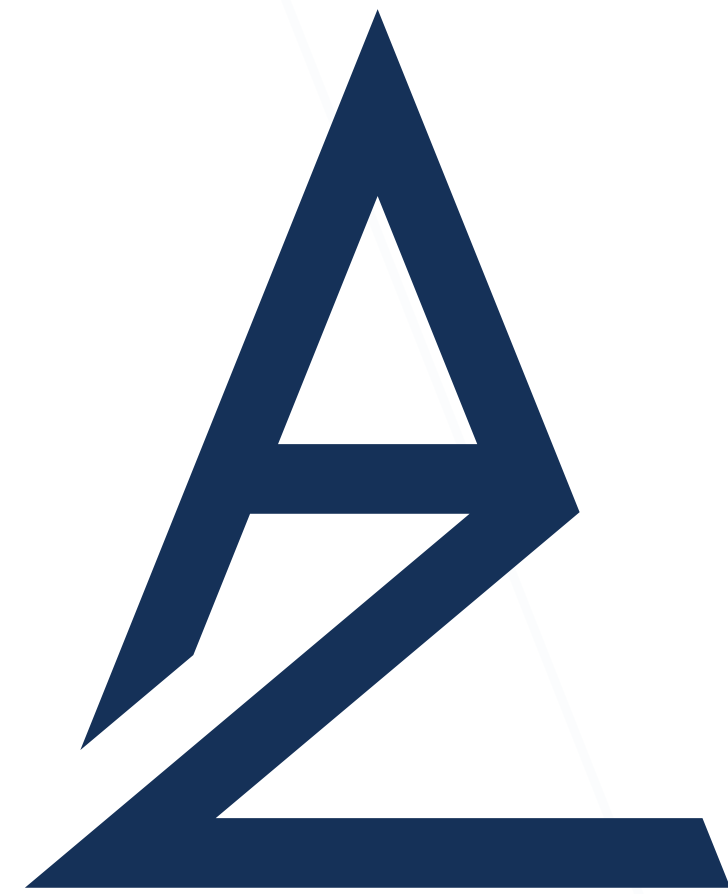
When placing the logo on a background, where possible always place the white logo onto the Prussian Blue background. Or use the Prussian Blue logo on the White background.

When using the logo on content. The White logo should be used in dark areas to ensure logo readability. If the content is too light to achieve this, only then should the Prussian Blue logo be used.



LOGO VARIATIONS

When placing the logo on a background, aim for the



ARCTIC ZOO



COLOUR PALETTE

WHITE
#FFFFFF

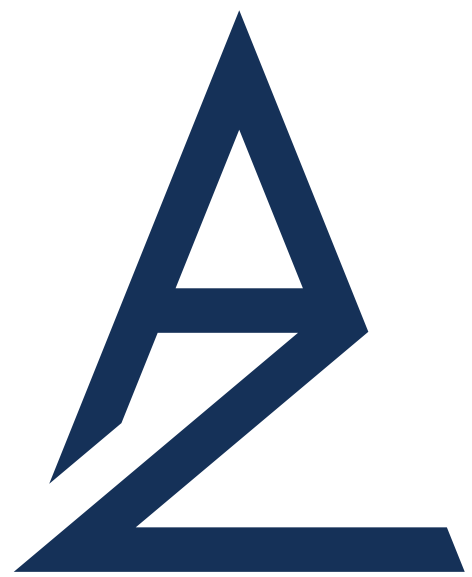
ISABELLINE
F5F1ED

DARK SKY BLUE
#8EB3CC

BLACK CORAL
505D6E

PRUSSIAN BLUE
#153158

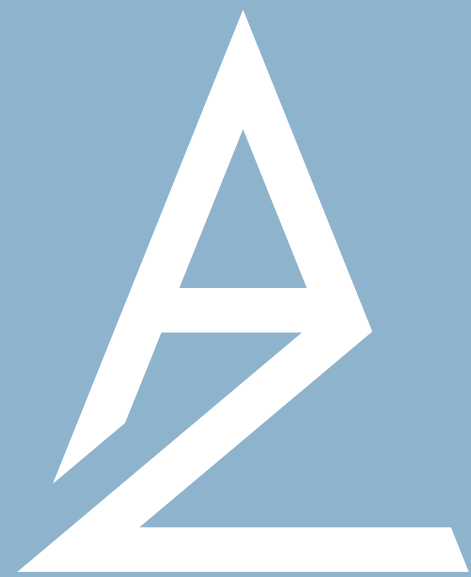
LOGO USAGE ON
COLOUR PALETTE



ARCTIC ZOO



ARCTIC ZOO



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ARCTIC ZOO



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THINGS TO AVOID



Don't change the colour of the AZ logo from the two main colour variations.



Don't alter the position of the wordmark around the AZ logo. The wordmark must always stay underneath.



Don't place the AZ logo in a shape or container.



Don't rotate the AZ logo.



Don't distort the AZ logo.