aiut

CORPORATE IDENTITY

LOGO

Construction of the logo

The logo of Aiut company has been designed as a standalone wordmark (a logotype) with no accompanying brandmark (an icon). It's the leading element of Aiut's branding.

The logotype should always be used in accordance with currently defined proportions, colours and composition. The logotype is not based on any construction grid – it consists of the company name written in minuscule using the Impact font.

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Leading colours

Leading colours used by Aiut are cyan and white.

Basic, commonly used colour defining systems: **CMYK** – offset printing colour system; **RGB** – a system used for displaying images on digital screens; **PANTONE** – professionally used pigment-based colour system; **HEX** – a system used in web development and computer programming.

CMYK
C 100
M 20
Y 0
K 0

RGB
R 0
G 149
B 218

PANTONE
P 112-8C

HEX
#0095DA

RAL
5012 colour

Safe space

Safe space is an area around the sign where no other element (nor graphics neither text) should be placed in. Using safe space is vital for maintaining proper readability and exposition of the logotype. The construction of the safe space is based on a U-module (the height of the letter U used in the logotype). The top margin of the safe space is set based on the top edge of the letter T.

Minimum sizes

While scaling down the logo, attention must be paid for each specific printing technology to keep the sign reproduced properly. The minimum size of 15 mm will prevent the logo from becoming unreadable and unrecognizable.

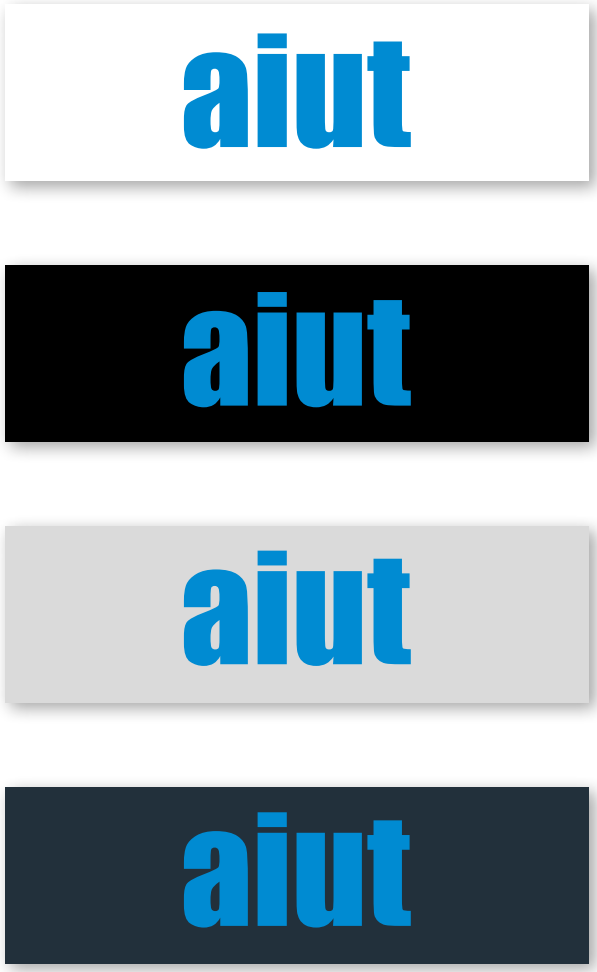
1:1 scale

Monochromatic variant

For specific projects, alternative (strictly defined) variants of logotype colours are permitted. Acceptable variants are: silver (grey), black or white on black background.

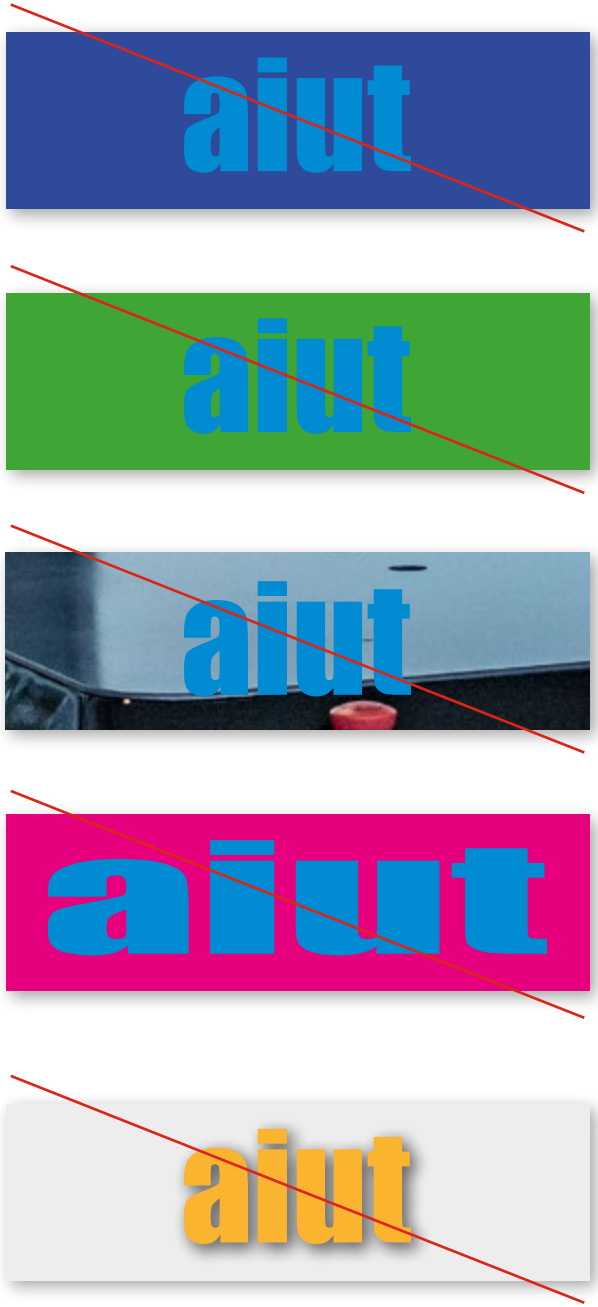
Recommended background colours

The basic colour for the background is white. It is acceptable to use backgrounds in other colours – as long as they do not interfere with the logotype itself or with its own colour.



Incorrect usage

Using background colours that are not distinctive from the colour of the logotype (too similar or not contrastive enough) is not permitted.
Using distracting, disturbing and interfering backgrounds is not allowed as well.
It is forbidden to change the colours of the logotype freely.
You cannot distort the logotype in any way – neither by altering its proportions (by squeezing or stretching) nor by altering its perspective, nor by altering its orientation (rotation).



AIUT Sp. z o.o.
ul. Wyczółkowskiego 113, 44-109 Gliwice
Tel: (+48) 32 775 40 00 Fax: (+48) 32 775 40 01

www.aiut.com ▪ info@aiut.com