



AuctionsPlus

STYLE GUIDE - Version: 1.0

The Logo.

Below are the different logo formats available for use.

Stacked - Reverse



Stacked - White



Stacked - Standard



Stacked - Mono



Horizontal - Reverse



Horizontal - White



Horizontal - Standard



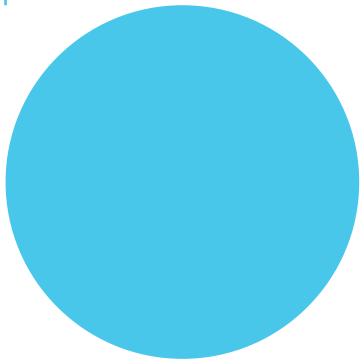
Horizontal - Mono



Colour Palette.

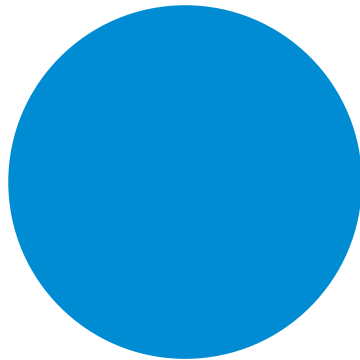
The Auctions Plus colour palette is a fairly simple one, with four main colours to choose from for backgrounds and text colour.

Primary Palette



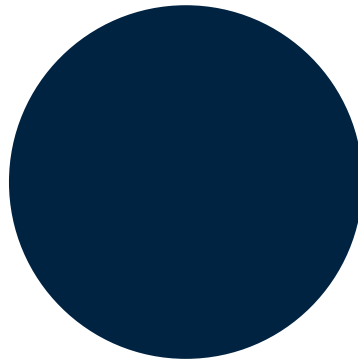
CMYK: 60 0 4 0
RGB: 74 199 235
HEX: #4ac7eb
Pantone: 2985

Background colour for White & Mono logos only



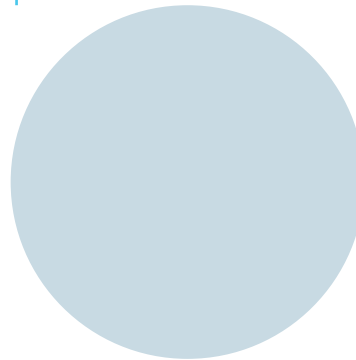
CMYK: 100 28 0 0
RGB: 0 140 209
HEX: #008cd1
Pantone: Process Blue

Background colour for White logo only



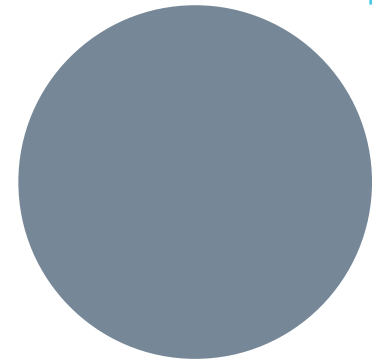
CMYK: 100 56 19 73
RGB: 0 35 65
HEX: #002341
Pantone: 2965

Background colour for Standard, White & Mono logos only



CMYK: 16 3 3 5
RGB: 200 218 227
HEX: #c8dae3
Pantone: 5455

Background colour for Standard, White & Mono logos only



CMYK: 57 40 30 4
RGB: 118 135 151
HEX: #768797
Pantone: 7544

Background colour for Reverse & White logos only

Gradient Background.

The gradient background shown below can be used throughout design materials. Colour codes are provided below.



AuctionsPlus

Buy and Sell stock nationally

CMYK: 100 80 33 20

RGB: 19 64 106

HEX: #13406a



CMYK: 90 57 3 0

RGB: 11 108 176

HEX: #0b6cb0



CMYK: 78 30 1 0

RGB: 21 146 206

HEX: #1592ce



Incorrect Use of the Logo.

The following are examples of how NOT to use the logo. It is important that these are avoided in order to maintain a strong and consistent brand that reflects a high professional standard.



Stretched logo

Never change the proportions of the logo.



Low Resolution

Do not use a low resolution logo.



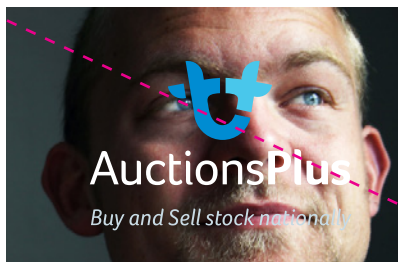
Changed layout

Do not rearrange the elements of the logo.



Old logo

Do not use an old version of the logo.



Logo on busy background

Take care not to place the logo over a busy section of an image so as to obstruct the image and affect the readability of the logo.



Wrong colour background

Never place the coloured logo over a block colour that isn't part of the colour palette. You can use the white or mono versions on an alternative colour if being used on another organisation's materials.



Wrong logo colours

Never change the colours of the logo or use a colour outside of the alternative colours provided.



Drop Shadow

Never use a drop-shadow underneath the logo.

Typography.

Typography plays an essential role in creating an easily recognisable brand. It is important that the correct fonts are used across all publications in order to keep a consistent look.

The font used for all headings and body text is Foco.

This font is available for purchase from the following link:

<https://www.myfonts.com/fonts/daltonmaag/foco/>

Foco is also available through Typekit.

Used for: Body text

Foco Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%&@(.,:;'”#!?)

Used for: Body text

Foco Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%&@(.,:;'”#!?)

Used for: Headings

Foco Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%&@(.,:;'”#!?)

Used for: Headings

Foco Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%&@(.,:;'”#!?)

The Branding Applied.

Below are some examples of how the branding and colours can be applied to real life applications.

