AuctionsPlus

STYLE GUIDE - Version: 2

The Logo.

Below are the different logo formats available for use.

Stacked – Reverse	Stacked – White	Stacked – Standard	Stacked – Mono
AuctionsPlus	AuctionsPlus	AuctionsPlus	AuctionsPlus

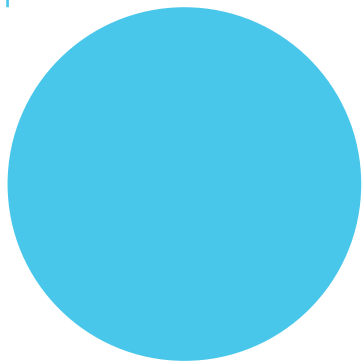| Horizontal – Reverse	Horizontal – White	Horizontal – Standard	Horizontal – Mono
AuctionsPlus	AuctionsPlus	AuctionsPlus	AuctionsPlus

Colour Palette.

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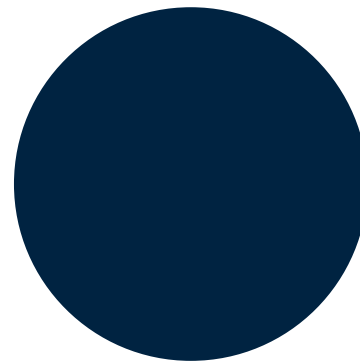
Primary Palette

Secondary Palette

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

Background colour for White & Mono logos only
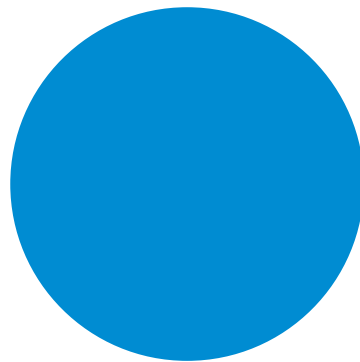
CMYK:	100 28 0 0
RGB:	0 140 209
HEX:	#008cd1
Pantone:	Process Blue

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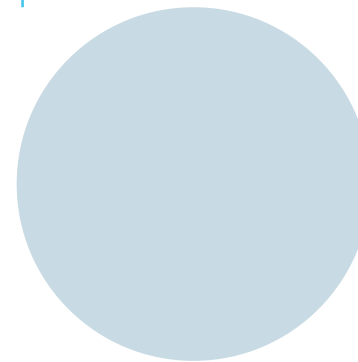
CMYK:	16 3 3 5
RGB:	200 218 227
HEX:	#c8dae3
Pantone:	5455

Background colour for Standard, White & Mono logos only
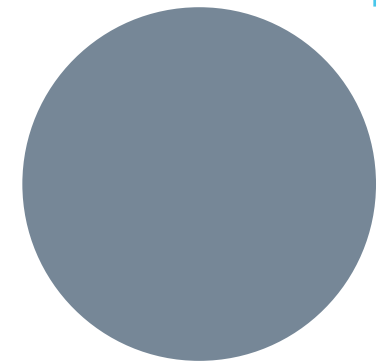
CMYK:	57 40 30 4
RGB:	118 135 151
HEX:	#768797
Pantone:	7544

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.
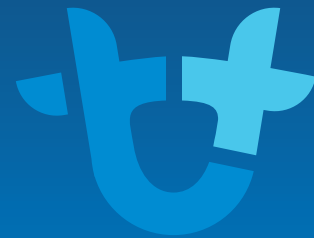
CMYK: 100 80 33 20
RGB: 19 64 106
HEX: #13406a

CMYK: 90 57 3 0
RGB: 11 108 176
HEX: # 0b6cb0

CMYK: 78 30 1 0
RGB: 21 146 206
HEX: # 1592ce

AuctionsPlus

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.

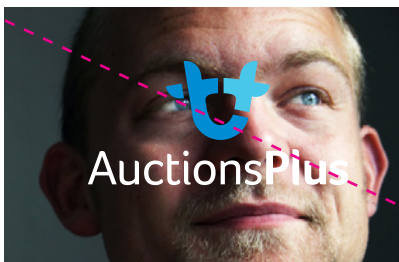**Low Resolution**

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.

Foco Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789$%&@(.,;:'"#!?)

Foco Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789$%&@(.,;:'"#!?)

Foco Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789$%&@(.,;:'"#!?)

Foco Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789$%&@(.,;:'"#!?)