



Brand Guidelines

For third-parties

May 2026



Brand marks

Logo guidelines

Clearspace

To maintain the integrity and visual impact of the Brand, a minimum 'Clearspace' has been defined around the logo. No other graphic elements must ever be positioned inside the Clearspace. Ideally, much more clear space should be provided around the logo.

To calculate the 'Clearspace', measure the x height of the logo using the 'A' of the logo (as shown in fig. 1 below).

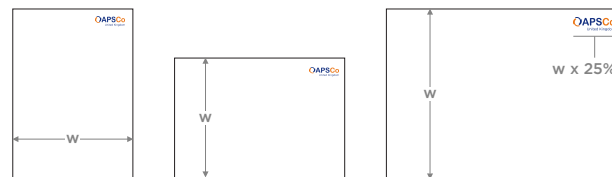
Fig 1: Logo 'Clearspace'



Size

The logo size should reflect the canvas it appears on. By default the logo width should be 25% of the shortest side of the canvas (W).

Fig 2: Logo position and size



Minimum Size

The logo should never be reproduced at a size where it becomes illegible or loses impact. The logo should be no smaller than 30mm wide in physical printed materials or 180 pixels wide (at 72 PPI) when viewed online.

Fig 3: Logo minimum size



Brand marks

Logo usage

Full colour as standard

The full colour logo should be used as standard. It must only be used in the APSCo primary colours 'Burnt Orange' and 'Dark Blue'.

The full colour logo should ideally be used on light backgrounds where it can stand out without interference.



Dos and don'ts



- ✓ Do use full colour logo on a white background



- ✗ Do not distort or try to redraw the logo or roundel icon



- ✗ Do not use logo text without roundel icon or without the regional text



- ✗ Do not change the colours of the logo or roundel icon



- ✗ Do not use negative logo on any backgrounds



- ✗ Do not use full colour logo on dark backgrounds



- ✗ Do not full colour logo on busy backgrounds



- ✗ Do not use negative logo on busy backgrounds