



AOPA SWEDEN



BRAND GUIDELINES

VERSION 1 - 08/17



AOPA SWEDEN IDENTITY

THE LOGO

The AOPA Sweden logo is a custom piece of artwork that was created to drive the AOPA Sweden brand. The logo is a representation of trust, and AOPA Sweden's unwavering commitment to promoting the aviation lifestyle. The Primary AOPA Sweden logo is made up of two specific parts; the mark, and the logotype. The standard color use on AOPA Sweden logos is PANTONE® BLUE 301, PANTONE® 109 and PANTONE® COOL GRAY 9.

The AOPA Sweden logo is unique, and the proportion and arrangement of the mark have been specifically determined. To ensure consistent reproduction, never alter, add to, or attempt to recreate the logo. Always use the approved digital artwork, available from AOPA Sweden.

PRIMARY COLORS



PRIMARY LOGO



LOGO ANATOMY



AOPA SWEDEN IDENTITY

LOGO CLEAR SPACE

To preserve the integrity of the AOPA Sweden logo, always maintain a minimum amount of clear space around the logo. This clear space isolates the logo from other graphic elements that may divert attention. The clear space of the AOPA Sweden logo is defined as “X”, which is the height of the shield of the mark. This defined space should be maintained as the logo is proportionally enlarged or reduced in size.

In special circumstances when 100% clear space is not available or possible, use the second option of 50% clear space.



AOPA SWEDEN IDENTITY

LOGO VERSIONS

The AOPA Sweden Primary and Secondary Logos are considered standard for most general applications. Take note that there are also different versions of the logo for use on both light and dark backgrounds. Diligence in the selection of which logo version is used will ensure that the identity is used correctly and consistently. The AOPA Sweden logos are unique, and the proportion and arrangement of the marks have been specifically determined. To ensure consistent reproduction, never alter, add to or attempt to recreate the logo. Always use the approved digital artwork, available from AOPA Sweden.



PRIMARY LOGO



PRIMARY REVERSE LOGO



SECONDARY LOGO (1-COLOR)



SECONDARY REVERSE LOGO (1-COLOR)

AOPA SWEDEN IDENTITY

INCORRECT LOGO USE

Incorrect use of the AOPA Sweden logo compromises its integrity and effectiveness. The examples of logo misuse are not comprehensive; they represent the most common misuses of the AOPA Sweden logo. The AOPA Sweden logo is unique, and the proportion and arrangement of the mark have been specifically determined. To ensure consistent reproduction, never alter, add to, or attempt to recreate the logo. Always use the approved digital artwork, available from AOPA Sweden.



DO NOT change the proportions of the logo vertically.



DO NOT change the colors of the logo unless allowed by brand standards.



DO NOT obscure the logo in any way.



DO NOT move, separate, or adjust the logo in any way.



DO NOT enclose the logo in a shape or space.



DO NOT place the logo over a busy photography or any low contrast artwork.



DO NOT add additional text inside the logo clear space.



DO NOT outline the logo or otherwise change.



DO NOT use the reverse logo over a light or low contrast artwork.



DO NOT clip the edges of the logo or place the logo in a space that is too small.



DO NOT fill in the logo with color or add additional colors.



DO NOT change the proportions of the logo horizontally.

AOPA SWEDEN IDENTITY

LOGO MINIMUM SIZE

There are no predetermined sizes for the AOPA Sweden logo. Position and size should be determined based on the aesthetics, function and available space. However, the minimum size guide shown here should be observed when the logo is needed to be used at smaller sizes.

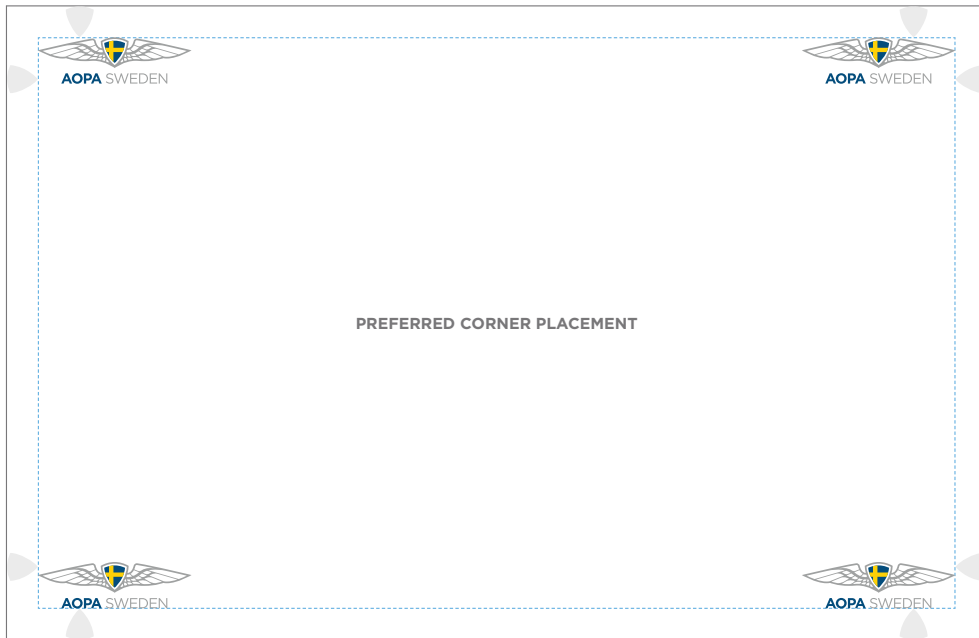
The ideal small size for the AOPA Sweden logo is set at 38 millimeters wide. The primary logo should never be used smaller than 25 millimeters wide. If there is a need for the logo to be smaller than 25 millimeters wide, then the Secondary AOPA Sweden logo should be used. The minimum size of the Secondary AOPA Sweden logo is a set width of 19 millimeters to ensure maximum legibility and clarity.



AOPA SWEDEN IDENTITY

LOGO PLACEMENT

Placement of the AOPA Sweden logo is important on all collateral. Try to avoid placing a small AOPA Sweden logo in the middle of an area. On any given format—print or digital—the preferred logo placement is in any corner position. Center placement is acceptable when using the AOPA Sweden logo large enough to take up at least 20% of the area or small enough to be used centered at the bottom of the area.



ACCEPTABLE CENTER PLACEMENT

