# AOS

Transforming ICT in Africa

# Brand guidelines

# CONTENTS

# INTRODUCTION

The following pages detail the graphic style of AOS. Presented are: logo, typefaces, respective usage and limitations, colors in RGB, CMYK.

# LOGO

This is the AOS logo, It is inspired from computer screens depicting different IT services of AOS. The screens are different sizes and gathered together. This illustrates that despite their various locations, they are all connected.

The upper part of the S going into the screen and changes color from blue to white - this illustrates the "Transformation".

AOS
Transforming ICT in Africa

# ANATOMY OF THE LOGO

The AOS log is composed of a logotype of its name "AOS",
tagline "Transforming ICT in Africa" and symbols"



Logo

Symbol

Logotype

Tagline

# BACKGROUND CONTROL

This page showcases the variations on the logo.

-The primary logo is navy blue on a white background. It is to be used fully black on black and white documents.
- The reverse logo is showcased for usage on dark backgrounds, images and preferredon the official AOS blue.
- A white version on black background is shown for very dark and black background. Or for a black and white document.

The logo must not be used against any other solid color except a picture.

- AOS Logo

- AOS grayscale logo

- AOS Reverse Logo

- AOS grayscale Reverse Logo

# COLORS

The five official colors of AOS are: AOS Navy blue, Sky blue, Stone blue, True white and black (see below for codes)

| | |
|---|---|
| **AOS Navy blue** | C=100 M=89 Y=36 K-30<br>R=27 G=45 B=89 |
| **Sky blue** | C=64 M=0 Y=10 K=0<br>R=47 G=196 B=241 |
| **Stone blue** | C=33 M=16 Y=17 K=0<br>R=172 G=191 B=198 |
| **White** | C=0 M=0 Y=0 K=0<br>R=255 G=255 B=255 |
| **Black** | C=0 M=0 Y=0 K=0<br>R=35 G=31 B=32 |

# SIZING

Minimum size

The logo is to be used at a minimum size of 59 pixels of width and
35 pixels of length which is the minimum size of the logo to remain clear and
legible while printed.

(59 px)

(35 px)

**AOS**
Transforming ICT in Africa
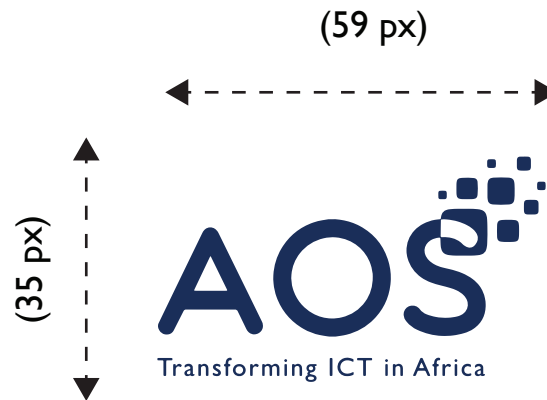
# LOGO USAGE

Isolation Zone

The logo must at all time be encapsulated within a frame which border is equal to double of the length of T in the word "Transforming" of the AOS tagline, as shown in the below diagram.

The exclusion zone must never contain any writing, letters or graphs, with one exception: when the logo in its entirety is used over an image.

# FONT

The primary font of AOS is the Gill Sans MT family, an open source font available for free online. The font is modern and easy to use and has regular, italic, bold and bold italic sub-font. Gill Sans MT regular is the preferred body text type, while the bold version is preferred for titles.

Gill Sans MT Regular
Gill Sans MT Medium
**Gill Sans MT Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890#+-=!?&@$%*{}()...

# DO's AND DON'Ts

The following examples display how to use the logos and what is forbidden.

Generally spealing, the colors should not be any other than the official AOS navy blue and white. The alignment must be respected and the logo should never be stretched.

Do not violate the signature clear zone.

Do not rotate the logo to any degree.

Do not skew or scale the width or height.

Do not alter color from accepted standards.

Do not alter size or proportions of the logo in relation to the wordmark.

Do not fill shapes with patterns or add special effects.