



## LOGO USAGE | BRANDING STYLE GUIDE



## Logo Clear Space Requirements

“Breathing room”, or surrounding clear space, is an essential part of AIS Direct brand presentation. When the logotype is placed in an area that is cluttered, it can become lost and will not effectively communicate our brand identity. To ensure that there is enough ‘breathing room,’ the minimum clearance between the logo and other elements should be equal to the height of the “X” height of the division arrow in the logo.



Note: When centering logo, center based on top left corner on N in INDUSTRIAL

## Size Requirement

Minimum size of logo reproduction in printed applications the logo should never appear below a minimum size of 2" wide with tagline and 1.25" wide without tagline.



## Integrity of the logo

Do not skew or scale the width or height.

Not acceptable



Not acceptable



## Logo Clear Space Requirements

“Breathing room”, or surrounding clear space, is an essential part of AIS Direct brand presentation. When the logotype is placed in an area that is cluttered, it can become lost and will not effectively communicate our brand identity. To ensure that there is enough ‘breathing room,’ the minimum clearance between the logo and other elements should be equal to the height of the “X” height of the division arrow/jet line in the logo.



Note: When centering logo, center based on S in AEROSPACE

## Size Requirement

Minimum size of logo reproduction in printed applications the logo should never appear below a minimum size of 2" wide with tagline and 1.25" wide without tagline.



1.5"

## Integrity of the logo

Do not skew or scale the width or height.

Not acceptable



Not acceptable



# Logo Color Use

Color options for reproduction of the logo.



When using PMS 2 color coated



PMS 286



PMS 2C2X

When using 4 color process coated



C 98.44%  
M 86.33%



C 98.44%  
M 86.33%  
K 100%

Note: Grey shading should be removed when printing in PMS

Web Safe Colors



Hex #  
21459d



Hex #  
000000

# AIS Direct Logo options and usage

All logos can be downloaded for usage at: <https://aisdirect/media>



## AIS LOGO COLOR

To be used on white or light colored backgrounds

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## AIS LOGO GREY

Can be used when printing in 1 color and you prefer 2 toned image

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## AIS LOGO BLACK

Can be used when printing in 1 color or on light colored solid background

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## AIS LOGO COLOR OUTLINE

To be used on colored or complex backgrounds, including photos or gradations

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## AIS LOGO BLACK OUTLINE

To be used on colored or complex backgrounds, including photos or gradations. As well as 1 color print applications

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## AIS LOGO REVERSE

To be used on dark backgrounds when reversal is more appropriate. Reverting on more complex backgrounds or images and 1 color printing

# AIS Direct Logo samples of usage

All logos can be downloaded for usage at: <https://aisdirect/media>



# AIS Aerospace Logo options and usage

All logos can be downloaded for usage at: <https://aisdirect/media>



## AIS/AEROSPACE LOGO COLOR

To be used on white or light colored backgrounds



## AIS/AEROSPACE LOGO GREY

Can be used when printing in 1 color and you prefer 2 toned image



## AIS/AEROSPACE LOGO BLACK

Can be used when printing in 1 color or on light colored solid background



## AIS/AEROSPACE LOGO COLOR OUTLINE

To be used on colored or complex backgrounds, including photos or gradations



## AIS/AEROSPACE LOGO BLACK OUTLINE

To be used on colored or complex backgrounds, including photos or gradations. As well as 1 color print applications



## AIS/AEROSPACE LOGO REVERSE

To be used on dark backgrounds when reversal is more appropriate. Reverting on more complex backgrounds or images and 1 color printing

# AIS Aerospace Logo samples of usage

All logos can be downloaded for usage at: <https://aisdirect/media>



# Typography

Support fonts to be used when producing collateral, presentations and signage

## Option 1 - Open Sans

<https://fonts.google.com/specimen/Open+Sans>

Preferred for body copy and headers

Light  
*Light Italic*  
Regular  
*Regular Italic*  
Semi-Bold  
***Semi-Bold Italic***  
Bold  
***Bold Italic***  
Extra-Bold  
***Extra-Bold Italic***

## Option 2 - Gill Sans

Requires License

Preferred for body copy and headers

Light  
*Light Italic*  
Regular  
*Regular Italic*  
Semi-Bold  
***Semi-Bold Italic***  
Bold  
***Bold Italic***

## Option 3 - Eurostile

Requires License

Preferred for headers and callouts

Medium  
Demi  
***Demi Oblique***  
Bold  
***Bold Oblique***  
Extended  
**Bold Extendend**

## Option 4 - Impact

Standard on most computers

Preferred for headers and callouts

**Regular**

## Option 5 - Michroma

Standard on most computers

Preferred for headers and callouts

Regular