



LOGO GRAPHICS STANDARD

AGA Logo Graphic Standards

THE AGA LOGO



The AGA logo is a type based, three-coloured module. It contains, the acronym "AGA", the trademark "tick" and the text "Auto Glass Association". The approved form is given in **Figure 1.1.1**.

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1.1 Approved Form



Figure 1.1.1



Figure 1.1.2

Approved Form

For no reason shall the colours of the logo be changed or rearranged (with the exception of greyscale) and must remain the colours of:

- **Pantone Matching System (PMS) Blue Grey 5415** - RGB: 110, 138, 159; CMYK: 61.24, 38.41, 27.91, 1.54
- **Pantone Matching System (PMS) Blue 2915** - RGB: 99, 178, 227; CMYK 56.55, 15.29, 0, 0
- **Pantone Matching System (PMS) Neutral Black**– RGB: 53, 52, 52; CMYK: 68.4, 63.13, 62.37, 57.48

Figure 1.1.2 is the acceptable form of the logo in greyscale and can be used in conjunction with monochrome or greyscale applications and uses. As shown in **Figure 1.1.1**, areas that are PMS: Blue 2915, Blue Grey 5415 & Neutral Black in the related coloured form of the logo should be the only regions that show up grey.

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1.2 Resizing and placement of the logo

The logo may be resized to any size needed for application. The logo must constrain to proportion of a height-by-width ratio of **1:2.8** (see **Figure 1.2.1**) and may not be sheared or distorted. On all printed and electronic material, the logo can appear no smaller than 10mm in height and the logo should not be placed closer than 2mm to any other graphic on the page, unless a special request is made and approved.



Figure 1.2.1

Dimensions of logo

Units are based on the relation on the height of logo is 1 unit wide.

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1.3 Use of logo as a watermark

Both the coloured logo and greyscale logo may be used as a watermark for documents or the like provided it is at 20% opacity. No other opacity is acceptable and the use of logo as a watermark must be used in conjunction with a **white or black background only**.



Figure 1.3.1



Figure 1.3.2

Acceptable Forms – Watermarked Logo – 20% Opacity

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1.4 Use of logo on coloured background and cropping of logo

The text of the coloured logo and greyscale logo is not transparent and must remain PMS White.

The logo may be used on any colour or textured background provided the spacing surrounding the logo remains PMS White. However, the spacing that surrounds the logo can also be cropped to within a 0.125 unit (based on the dimension ratio given in **Section 1.1.2**) PMS White border that surrounds the logo.



Figure 1.4.1



Figure 1.4.2

Acceptable Forms – Use of logo against a solid and textured background

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1.5 Use of logo in conjunction with text

The only text approved to appear with the logo is the official name and/or:



Figure 1.5.1



- "MEMBER" (as shown in **Figures 1.5.1** and **1.5.2**);

Acceptable Forms – Use of logo in conjunction with approved text

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1.6 Unacceptable use of the logo

For no given reason shall the logo be used without the consent of the Auto Glass Association. Use of the AGA logo must comply with the above graphic standards and **cannot be transformed by:**

- having its colour scheme change, bar the approved greyscale and watermark guides)
- being cropped (bar the approved cropping guide)
- being sheared or distorted in any way
- being covered by either text, text-overlay or other graphics (bar being used as a watermark).
- being rotated at an angle and must remain at 0° or the 12 o'clock position.
- mirroring

Unacceptable Forms



Figure 1.6. **Image Overlay**



Figure 1.6.2 **Off-Colour Scheme**

Auto Glass Association

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Figure 1.6.3
Shearing/Distorting

Confirming outlines used are for illustration purposes only

Unacceptable Forms



Figure 1.6.4 **Mirroring**



Figure 1.6.5 **Rotated Image**



Figure 1.6.6 **Text Overlay**



Figure 1.6.7 **Cropped Logo**