



Wasabi logo



Logo spot and process colours

 PMS: 376
Process: 35C, 5Y

 PMS: 425
Process: 80K

Charcoal logo



AQA logo

There are two colour forms of the AQA logo: wasabi and charcoal.

The wasabi-coloured version of the logo should be used whenever possible.

A charcoal version of the logo has been created for application only when the use of the wasabi logo is inappropriate (for example black and white printing).

Wasabi logo



Charcoal logo



Brand recognition

It is important that the brand is not seen alone, without its supporting collateral. In **only** those circumstances where the logo must be presented alone, the organisation name may be used as a strapline.

When shown with the logo, refer to the organisation as:

THE AGGREGATE & QUARRY ASSOCIATION OF NZ

The value of our good name



Clearance zone

To maintain the integrity of the logo, it must be kept clear of all other graphics and type. The mark should always have a minimum clearance zone around it, preventing the logo from being lost or crowded

The 'a' in the the brand 'AQA' is the distance of clear space required around the logo.

The value of our good name

Logo minimum size



Wasabi logo 30mm



Charcoal logo 30mm

Logo reversed from black



Logo reversed from grey



'Busy' backgrounds

When the logo is reproduced over a busy photographic, coloured or textured background the reversed form of the logo should be used, ensuring that the background is dark enough (more than 40%) for the logo to be clearly visible.

If the logo cannot appear positive on a white background the preference is to reverse it out of a dark charcoal, particularly when printing black and white.

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Helvetica regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Helvetica oblique

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Helvetica bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Arial regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Arial italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Arial bold

Typefaces

For continuity and simplicity, the following two cross-platform (Mac and PC) typefaces have been selected for AQA communications: Helvetica and Arial.

These fonts have been chosen for their clarity, legibility and versatility. They should be used for all reports, presentations, advertising and promotion.

The typography for the brand must always be created from supplied artwork and is never to be typeset or 'matched'.

The value of our good name