



## ■ LOGO USAGE

### ! PRIMARY LOGO

The above logo would be considered the “Full” logo. All elements, including the wording, AFA logo and dates are present. Wherever possible, use this version. All other variations in this guide would be considered secondary in usage.



## COLOURS



## ! USING PRIMARY + BLACK AND WHITE VERSIONS

These three examples illustrate the ability to use the same mark in either full colour, pure black or pure white. When the logo is required to reproduce properly on a lighter colour or a mid-tone, a variation of higher contrast should always be used. The bottom two options demonstrate situations where the black and white variations can be used to provide enough contrast for readability. The colour of the background behind the logo should always be clear, and the logo itself should only be used in one of the three variations, full colour, black or white.



Do not squish or stretch the logo



Do not add any effects  
(i.e. drop shadows, etc.) to logo.



Do not outline the logo.



Do not angle the logo



Do not place the logo on a busy background



Do not place the logo on a coloured background

■ DO NOT DO!

! Please be mindful of how not to use the logo

# ROBOTO

**The quick brown fox jumps over the lazy dog**

***The quick brown fox jumps over the lazy dog***

**The quick brown fox jumps over the lazy dog**

***The quick brown fox jumps over the lazy dog***

The quick brown fox jumps over the lazy dog

*The quick brown fox jumps over the lazy dog*

The quick brown fox jumps over the lazy dog

*The quick brown fox jumps over the lazy dog*

The quick brown fox jumps over the lazy dog

*The quick brown fox jumps over the lazy dog*

## ■ FONT USAGE

### ! ROBOTO

Roboto is the family of type that we have selected as the brand font. It is a clean sans serif face with a wide variety of weights and flexibility. This is also a google font that is available and free to use for print applications as well as websites. Roboto is available for free download at <https://fonts.google.com/specimen/Roboto>



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BRAND GUIDELINES  
**The AFA Art Collection**  
50TH ANNIVERSARY BRAND

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