Monogram (initials of founder, Anthony Ronald Brown)

keyline (white line surround)

Red band

ARB

4X4 ACCESSORIES

tagline

All of these logos are approved for use. The stacked logo is always the preferred and primary option that should be utilised if the application allows.

The logo should never be altered from its original file state. That includes stretching, changing colours, configurations or removing elements.

Any use of logo should be approved for use by the marketing department prior to distribution.

Branded store logo usage

Advertising logo

*where application allows

Exclusion zones

To accurately measure the exclusion zone where no other design elements should encroach, measure three times the width of the red band as illustrated at the outer most point of each edge. Must include the white keyline as per examples.
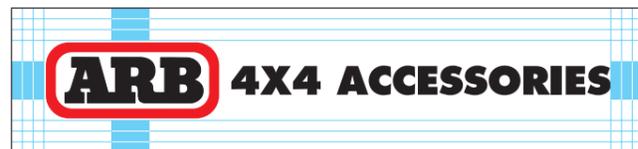
Pylon sizing

The aspect of the pylon in relation to the size of the ARB logo is also measured as a mutiple of the width of the red band. The outer right, and left edges of the ARB Pylon should be exactly 3 x the width of the red band. The top edge should be 3 x the red band width and the bottom edge should be 18 x the width of the red band.

Margin

Margin size increases as the media size increases.

Media size	Margin
DL	10mm
A5	10mm
A4	10mm
A3	12mm
A2	16mm
A1	20mm

Minimum size

The minimum size for each logo has been set to ensure the wordmark and tagline are legible.

Print

15mm

The minimum size of the ARB logo is measured by the height of the keyline to the tagline. The master logo's minimum size is 15mm.

6mm

The minimum size of the horizontal ARB logo is measured by the height of the logo. The logo's minimum size is 6mm.

Screen

45px(w) x 90(h)px

NB. For use in any other application such as products, apparel etc needs to be approved by the Marketing department.

TYPOGRAPHY AND COLOURS

Header typeface

Replica

Replica is used within headings to convey maximum communication effectiveness. It is recommended to be used on all materials in which a heading is needed.

Informative typeface

Maison Neue

Maison Neue is the body typeface. It is recommended to be used on all materials, both print and online.

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

To ensure consistency, when using these colours, these values must always be accurate.
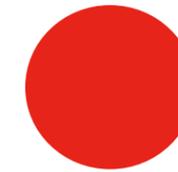
ARB RED

PMS: 485c
CMYK: 0/100/100/0
RGB: 237/28/36
HEX: #ED1C24
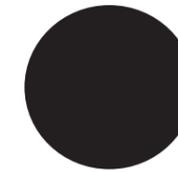
Black

PMS: Pro Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
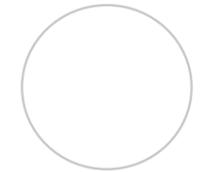
White

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF