

**We're Aimtec.**

Logo manual

# Basic logotype

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## Proportions

The basic logotype’s colour scheme is shown to the right.

It comprises an orange rounded square containing a white triangle with rounded corners. The word “aimtec”, written in Helvetica Neue Bold, follows alongside the logo. The indentation between the logotype’s symbol and its text is 2.2 mm when the logotype is at its base size. The predefined colours here are provided in the chapter on the Aimtec colour scheme.

Logotype source data:  
marketing@aimtecglobal.com



# Basic logotype

## Colour variations

In black-and-white outputs and in cases where objective obstacles prevent the use of the brand's colour design, we use a black-and-white or monochrome brand design. Inverse brand colours are used whenever black and white would reduce the brand's legibility.



# Basic logotype

## Standard sizes

The logotype's standard size is designed for the A4 paper format. Its other formats are then derived from this.

The minimum logotype size is 20 mm.



Logotype 48 mm 137% A3



Logotype 35 mm - 100% A4



Logotype 28 mm - 80% A5



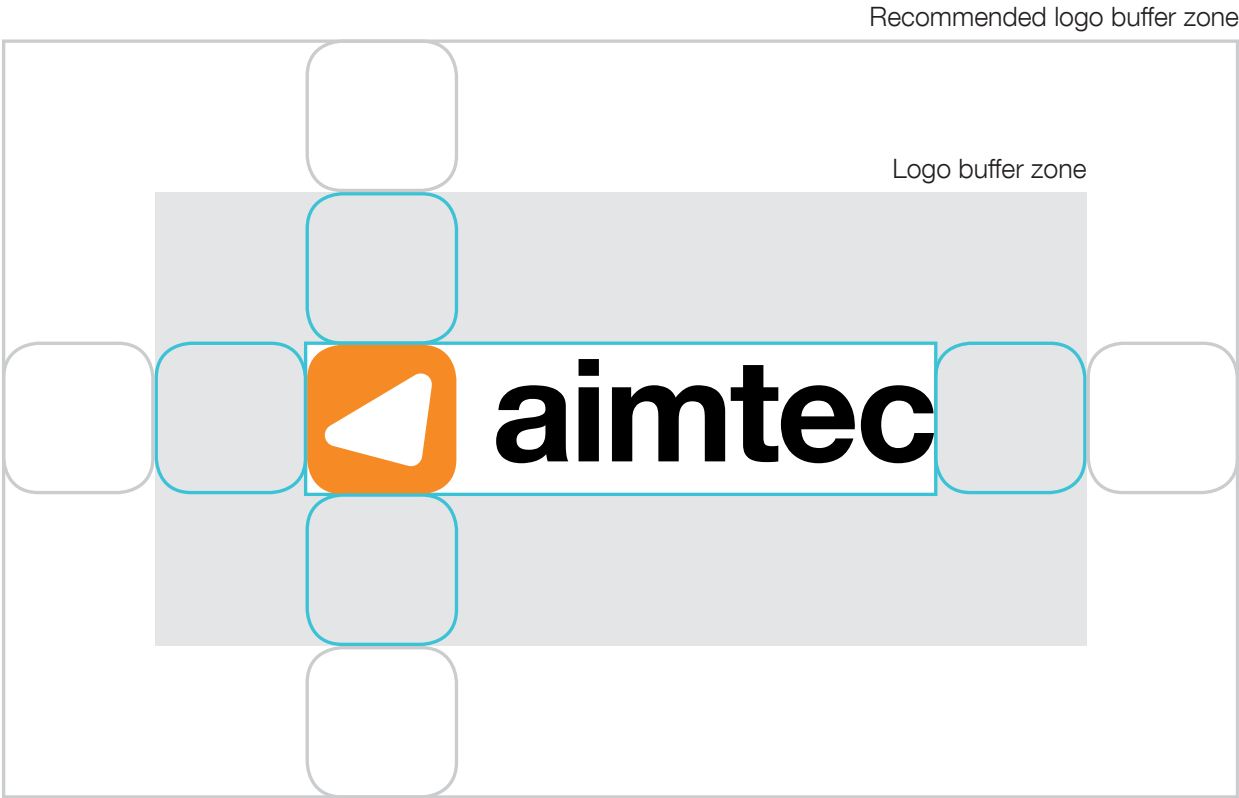
Logotype 20 mm - minimum size

# Basic logo

## Buffer zone

The grey field in the example on the right depicts the logo's minimum buffer zone. It is based on the size of the logotype itself. The grey field defines the minimum space that must be left between the Aimtec logotype and any other graphic elements (text, an illustration, another logo, etc.).

Whenever the situation allows it, we ask that you use the recommended buffer zone.



# Basic logotype

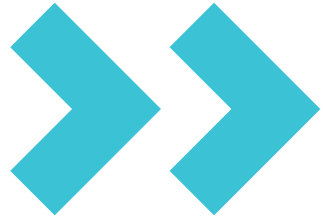
## Disallowed logotype usage

Do not give the logotype outlines. Do not give the logotype a drop shadow. Do not give the logotype an inner shadow. Do not bevel or emboss the logotype. Do not change the logotype's colour values.

Do not give it a different brush order. Do not deform the logotype.

Do not position the logotype on top of colour gradients. Against a coloured background, use a monochrome version of the logotype.





**Be digital.  
Faster.**

