

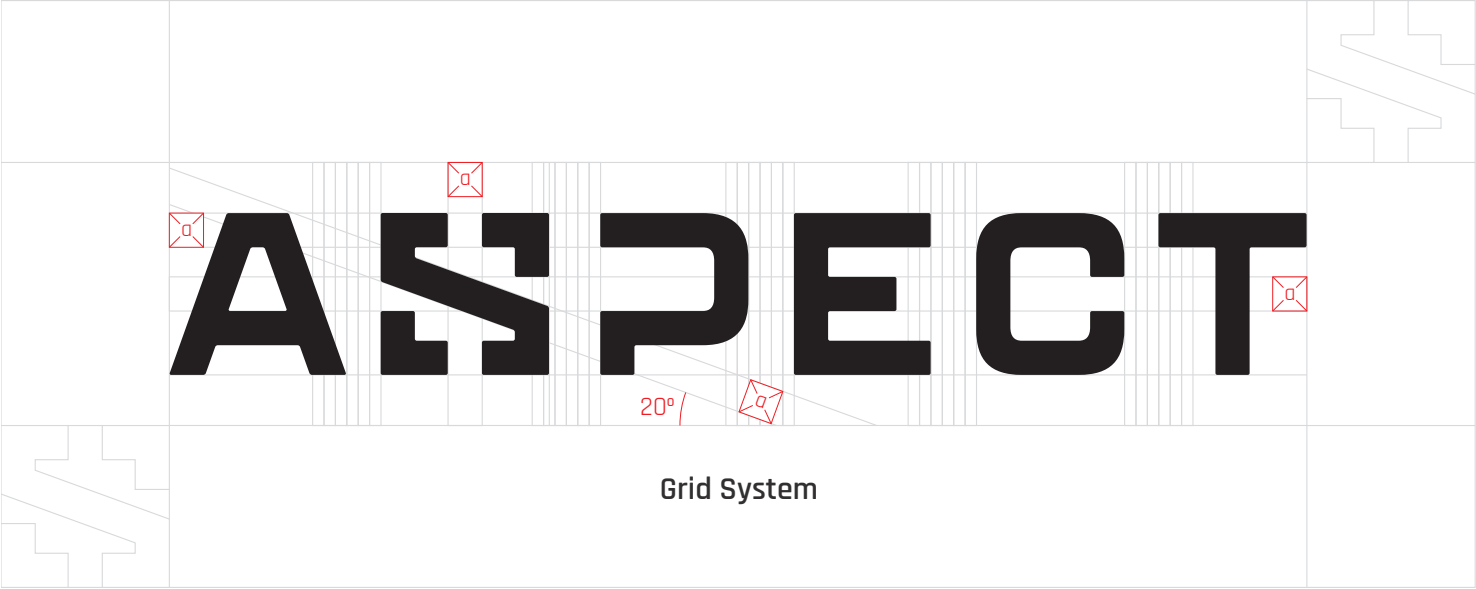
ASPECT LOGO GUIDELINES

September 27, 2017



ASPECT

Logo / Brandmark



ASPECT

	CMYK				RGB			#
●	53	0	45	0	120	200	165	78c8a5
●	0	0	0	95	40	40	40	282828
●	0	0	0	0	255	255	255	ffffff
●	0	0	0	100	0	0	0	000000

ASPECT

ASPECT

ASPECT

ASPECT

TYPE FACE / FONT
RAJDHANI

LIGHT

1	2	3	4	5				
6	7	8	9	0				
q	w	r	t	y	u	i	o	p
a	s	d	f	g	h	j	k	l
z	x	c	v	b	n	m		
Q	W	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L
Z	X	C	V	B	N	M		

REGULAR

1	2	3	4	5				
6	7	8	9	0				
q	w	r	t	y	u	i	o	p
a	s	d	f	g	h	j	k	l
z	x	c	v	b	n	m		
Q	W	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L
Z	X	C	V	B	N	M		

MEDIUM

1	2	3	4	5				
6	7	8	9	0				
q	w	r	t	y	u	i	o	p
a	s	d	f	g	h	j	k	l
z	x	c	v	b	n	m		
Q	W	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L
Z	X	C	V	B	N	M		

SEMIBOLD

1	2	3	4	5				
6	7	8	9	0				
q	w	r	t	y	u	i	o	p
a	s	d	f	g	h	j	k	l
z	x	c	v	b	n	m		
Q	W	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L
Z	X	C	V	B	N	M		

BOLD

1	2	3	4	5				
6	7	8	9	0				
q	w	r	t	y	u	i	o	p
a	s	d	f	g	h	j	k	l
z	x	c	v	b	n	m		
Q	W	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L
Z	X	C	V	B	N	M		

Icon
/ Profile Picture



Favicon
/ Website



32px . 32px



16px . 16px

Main Version
/ Logo Type



Minimum Size
/ Main Version



Sub Version
/ Logo Type & Mark



Minimum Size
/ Sub Version





⊗ Do not

ASPECT

⊙ Do

ASPECT

⊗ Do not

ASPECT

⊙ Do

ASPECT

⊗ Do not

ASPECT

⊙ Do

ASPECT

⊗ Do not

ASPECT

⊙ Do

ASPECT

⊗ Do not

ASPECT

Rotate

⊙ Do

ASPECT

⊗ Do not

ASPECT

⊙ Do

ASPECT

↔
2cm / 57px

THANK
YOU