

aperian

Logo and Color Usage Guidelines

v1 06.22.2023



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Logo Configurations

Separated Monogram and Wordmark

The separated monogram and wordmark comprise the primary expression of the Aperian brand and should be used whenever possible.

Logo Lockup

When space limitations do not allow use of the separated monogram and wordmark, our logo lockup can be used. Two lockup configurations are available: vertical (preferred) and horizontal (alternate).

Separated Monogram and Wordmark
(Primary Usage)



Monogram



Wordmark

Logo Lockup
(Secondary Usage)



Vertical (preferred) lockup



Horizontal (alternate) lockup

Logo Clear Space and Minimum Size

The Aperian logo must appear clearly and legibly in all applications.

Clear Space

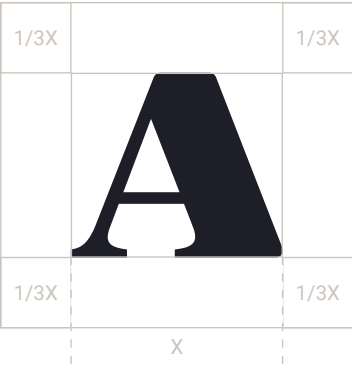
Clear space is the area surrounding the logo that must be kept free of any visual elements—text, graphics, borders, patterns, other logos, etc. Shown here are specifications for the minimum clear space that should surround each configuration of our logo.

Minimum Size

The minimum size is the smallest the logo can appear without compromising legibility. Shown here are the recommended minimum sizes for both digital and print applications.

If you have an application that requires an even smaller size, please discuss your needs with our brand team.

Clear Space



Minimum Size

A



Digital: 13 px
Print: 0.13 in / 3.5 mm

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Digital: 48 px
Print: 0.5 in / 13 mm

A

aperian



Digital: 48 px
Print: 0.5 in / 13 mm

A

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Digital: 76 px
Print: 0.79 in / 20 mm

Logo Color Variations

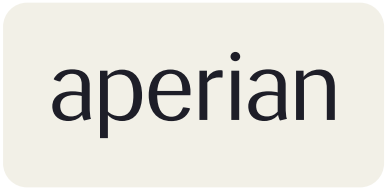
Our logo is available in three main color variations from our primary palette: Charcoal, Rust and Ivory.

The Charcoal variations are the primary expression of our brand and should be used whenever possible. The Ivory and Rust variations can be used when our logo needs to be reversed out of a colored background. (Please see following page.)

Black and white variations are also available. These special-use variations should only be used in b&w print applications, such as newspaper ads, or in co-branding situations where the logo must appear on a color outside of our palette.

For information about our color palette, please see pages 7–8.

Note: All configurations of our logo are available in the color variations shown here.



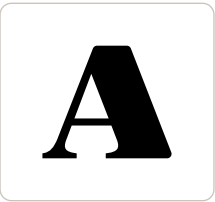
Charcoal



Ivory



Rust



Black (special use)

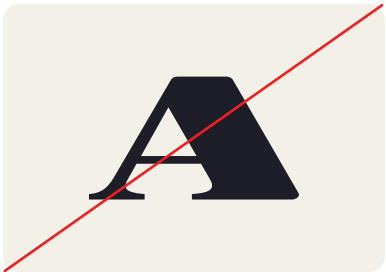


White (special)

Incorrect Usage

The examples shown to the right illustrate uses that should be avoided. These apply to all versions of the logo.

The Aperian logo is custom drawn. Never modify or recreate it or its elements. Always use the artwork as provided.



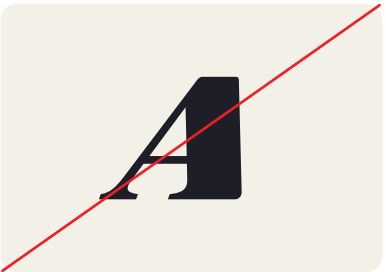
DO NOT disproportionately scale.



DO NOT alter the individual elements.



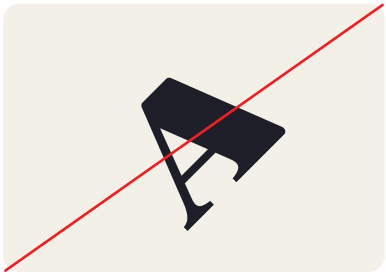
DO NOT change color.



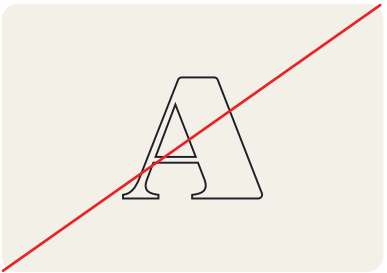
DO NOT skew or distort.



DO NOT add special effects.



DO NOT rotate.



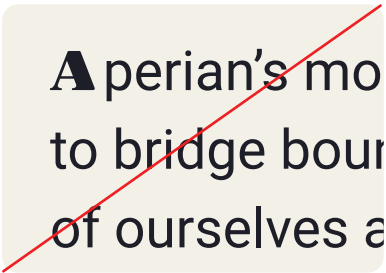
DO NOT outline.



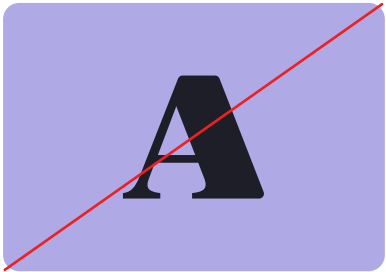
DO NOT create patterns



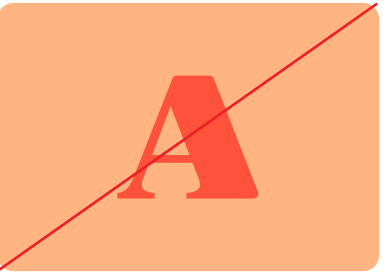
DO NOT change the font.



DO NOT use in running text.



DO NOT place on tertiary colors.



DO NOT place the Ivory or Rust logo on secondary colors.



DO NOT place on imagery.

Color Palette Overview

Primary Colors

Our primary colors are the anchor of our brand palette and are used to create dynamic, bold, high-contrast layouts. They can be utilized in backgrounds, typography, and graphic elements.

Secondary Colors

Our secondary colors add sophistication and warmth to our brand palette. They can be used to in conjunction with our primary colors to highlight and differentiate key information. They should never overpower the primary colors in use and always appear secondary in a communication.

Tertiary Colors

Our tertiary palette is made up of cool colors to offset the warmth of our primary and secondary palettes. They are reserved for product and UI design and infographics. They should never be used for typography.

Note: Our colors should always be used full-strength—never as tints. The exception is in infographics, where tints of our primary colors can be used to visualize complex data sets.

Primary Colors

Rust

Charcoal

Ivory

White

Secondary Colors

Cream

Caramel

Stone

Salmon

Sunshine

Slate

Tertiary Colors

Light Green

Green

Deep Green

Light Blue

Blue

Deep Blue

Light Violet

Violet

Deep Violet

Color Palette Specifications

Shown to the right are specifications for reproducing our color palette in both digital and print applications.

Aperian colors are based on the Pantone Matching System and current RGB standards. These colors have been carefully chosen to represent our brand and should never be altered.

Charcoal vs. Regular Black

Charcoal looks like regular black, but it is softer and richer. Always use the Charcoal color specifications noted here for graphic elements, large typography and backgrounds. In print applications where Pantone spot colors are not available, regular black should be used for small typography to avoid registration issues.

Note: The Pantone and CMYK colors specified here are for use on coated paper stocks. If an application requires printing on uncoated stock, please work with our brand team and your printer to determine optimum color matches.

The CMYK, RGB, and hex values shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone color standard. Consult current Pantone color publications for accurate color.

Rust

Hex: FF523A

RGB: 255/82/58

CMYK:0/86/100/0

Pantone: 2028 C

Charcoal

Hex: 1E1E28

RGB: 30/30/40

CMYK: 88/63/40/85

Pantone: 433 C

Ivory

Hex: F2F0E7

RGB: 242/240/231

CMYK: 10/10/11/0

Pantone: Warm Gray 1 C

White

Hex: FFFFFFFF

RGB: 255/255/255

CMYK: 0/0/0/0

Cream

Hex: FFDAB1

RGB: 255/218/177

CMYK: 0/15/31/0

Pantone: 2015 C

Salmon

Hex: FFB482

RGB: 255/180/130

CMYK: 0/36/66/0

Pantone: 714 C

Caramel

Hex: FAE5B6

RGB: 250/229/182

CMYK: 1/1/29/0

Pantone: 7499 C

Sunshine

Hex: F5C86E

RGB: 245/200/110

CMYK: 1/21/76/1

Pantone: 2006 C

Stone

Hex: DFDBD0

RGB: 223/219/208

CMYK: 16/15/16/0

Pantone: Warm Gray 2 C

Slate

Hex: CBC4BC

RGB: 203/196/188

CMYK: 25/24/25/2

Pantone: Warm Gray 4 C

Light Green

Hex: 98C778

RGB: 152/199/120

CMYK: 55/2/80/7

Pantone: 7489 C

Green

Hex: 5F9B5F

RGB: 95/155/95

CMYK: 69/3/89/26

Pantone: 7741 C

Deep Green

Hex: 326441

RGB: 50/100/65

CMYK: 70/23/75/55

Pantone: 7735 C

Light Blue

Hex: 6EB9F0

RGB: 110/185/240

CMYK: 69/23/0/0

Pantone: 7688 C

Blue

Hex: 3791CD

RGB: 55/145/205

CMYK: 89/34/2/9

Pantone: 7690 C

Deep Blue

Hex: 05589D

RGB: 5/88/157

CMYK: 100/55/0/37

Pantone: 7693 C

Light Violet

Hex: AFAAE6

RGB: 175/170/230

CMYK: 26/29/0/0

Pantone: 4120 C

Violet

Hex: 8080CE

RGB: 128/128/206

CMYK: 60/60/0/0

Pantone: 4122 C

Deep Violet

Hex: 5C4E91

RGB: 92/78/145

CMYK: 70/79/5/16

Pantone: 3574 C

Color Palette Accessibility

Our colors have been tested against Web Content Accessibility Guidelines (WCAG) for optimal legibility across a variety of backgrounds. Shown here are the recommended typographic and background color combinations that pass WCAG 2.0 AAA and AA international standards.

Rust
Charcoal: AAA
White: AAA
Ivory: AA

Charcoal
Rust: AAA
White: AAA
Ivory: AAA

Ivory
Charcoal: AAA
Rust: AA

White
Charcoal: AAA
Rust: AAA

Cream
Charcoal: AAA

Salmon
Charcoal: AAA

Caramel
Charcoal: AAA

Sunshine
Charcoal: AAA

Stone
Charcoal: AAA

Slate
Charcoal: AAA

Light Green
Charcoal: AAA

Green
Charcoal: AAA

Deep Green
White: AAA
Ivory: AAA

Light Blue
Charcoal: AAA

Blue
Charcoal: AAA

Deep Blue
White: AAA
Ivory: AAA

Light Violet
Charcoal: AAA

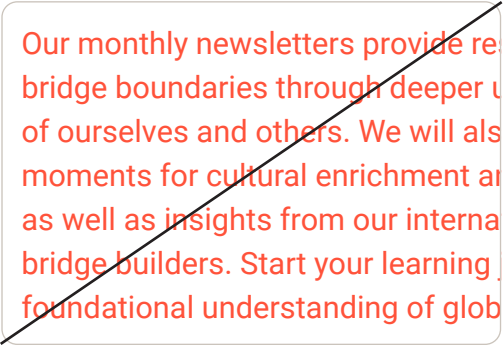
Violet
Charcoal: AAA

Deep Violet
White: AAA
Ivory: AAA

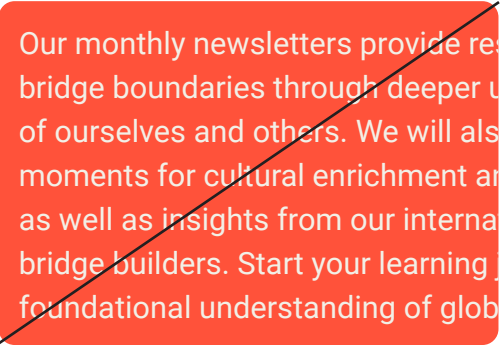
Color Palette

Incorrect Usage

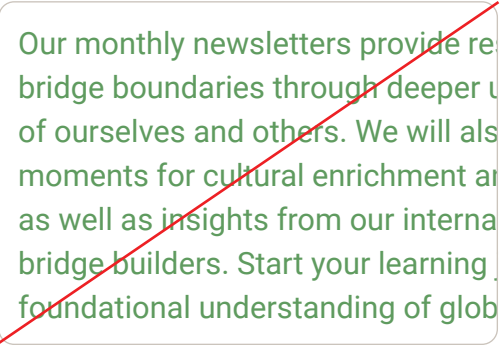
The examples shown to the right illustrate use cases that should be avoided. Always follow the guidance on the previous pages when using color.



DON'T use Rust for long-form body text.



DON'T place long-form body text on Rust backgrounds.



DON'T use secondary or tertiary colors for typography.



DON'T use secondary colors for Graphic Elements.



DON'T let Rust or Charcoal dominate designs.



DON'T use secondary colors for large backgrounds.



DON'T use tertiary colors as brand colors.

Contact

All inquiries regarding the Aperian Logo and Color Usage Guidelines should be made to:

Sarah Cincotta
Managing Director, Global Marketing
scincotta@aperian.com

