

## AGS CORPORATE LOGO GUIDELINES

### INTRODUCTION

The Association of Geotechnical and Geoenvironmental Specialists (AGS) logo was updated in 2015 as part of the launch of the new AGS website.

The logo may be used by the AGS' members across mediums including websites, email signatures, stationary and marketing materials.

### LOGO VARIATIONS

There are two variations of the logo as displayed below;

#### OPTION 1



#### OPTION 2



Please note that the two logo variants replace all previous logos. The logos may not be redesigned, rotated or altered in anyway.

### FONT AND PANTONE

The AGS logo font is DStype Prelo which has been designed to be a neutral, highly readable typeface for identity, editorial and information design.

The logo pantone colours are as follows;

- **Green:** 7480 C
- **Black:** 5605 C
- **Grey** 443 C

## USING THE AGS LOGO

Always position the logo for maximum impact and provide a clear area around the logo to ensure legibility.

### CORRECT



### INCORRECT



## MINIMUM LOGO SIZE

When utilising the AGS logo, be conscious of its size and legibility. Generally, our logo should never appear less than 5mm tall in printed materials, and no less than 36px tall when digitally displayed.

If you require further advice on use of the AGS logo, please contact [ags@ags.org.uk](mailto:ags@ags.org.uk)