

Logo | Introduction

The A.I.R. logo has 2 variations, colour and mono. There are 2 types of file formats when dealing with logos, logo types and brands which will see you through most of its required usage.

The first and most important is the EPS format which in itself contains important data which can be utilised by design, marketing and print professionals alike. The EPS format should be sent in preference to any other format.

The second and most common format is the JPEG format which unlike the EPS is constrained by the parameters set when created. A JPEG cannot be enlarged greater than its original form without the loss of quality. This format is usually used for internal use on forms, documents and e-stationery. Packages like Microsoft Office work better with this format.



Logo | Exclusion Zone

The exclusion zone is an imaginary boundary applied to the logo which keeps it clear from subject matter that might distract, encroach or alter the appearance in any way.



Logo | Mono and Reverse

There will be times when the logo requires a black and white treatment or indeed a reverse option in order to stand out or adhere to printing methods.



PMS 193



C = 60%
M = 0%
Y = 100%
K = 7%



C = 0%
M = 0%
Y = 0%
K = 100%

Logo | Palette

The logo is made up of 2 corporate colours being Red (PMS 193) and Black.

Font | Family

The font family used to make up the logo type is Times Bold.