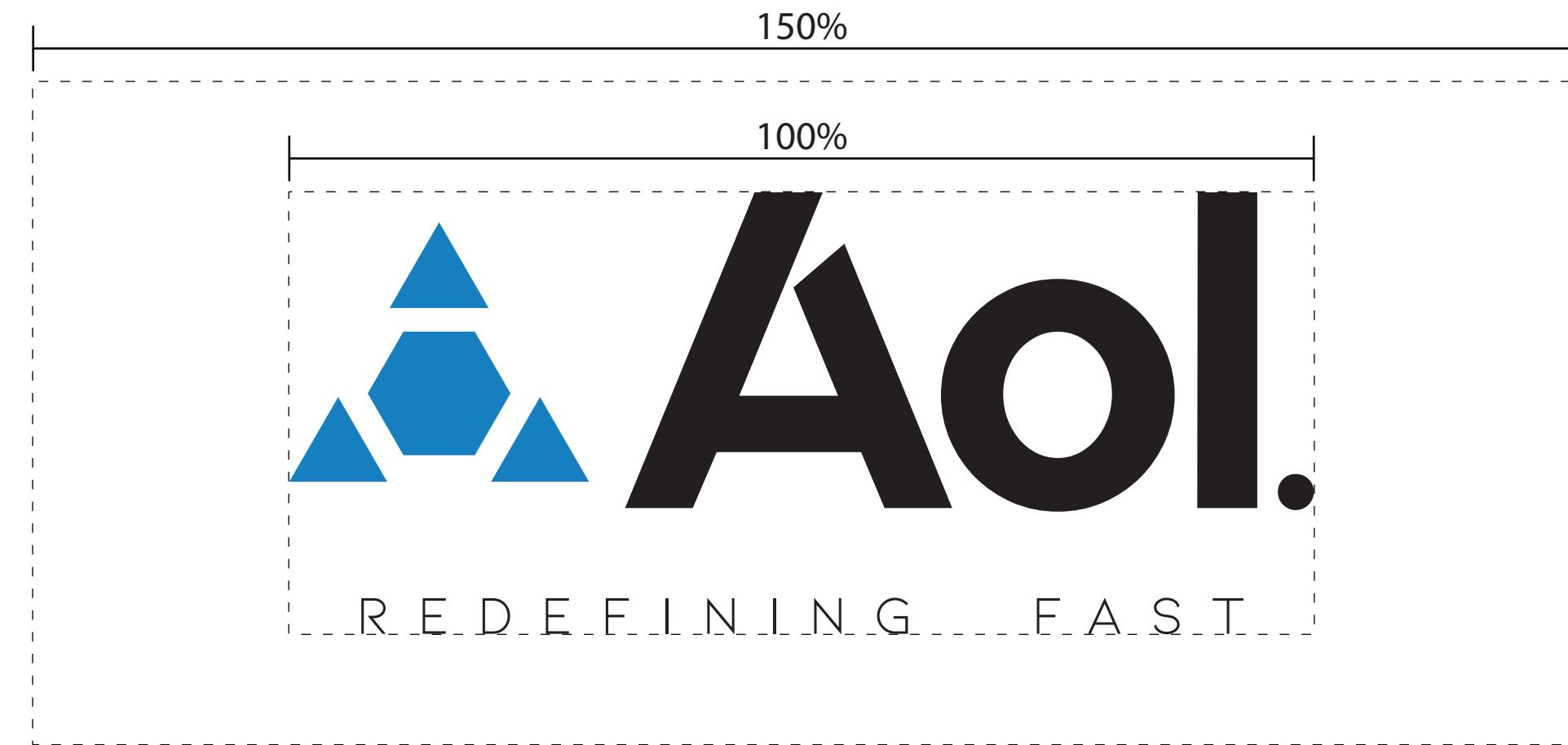


# Brand Guidelines

Logo

# Clear Space

When using this logo, make sure to leave the proper amount of space around the brand.



# Logo Misuse



- Do not - flip the AOL icon



- Do not - warp the AOL icon



- Do not - warp the logo type



- Do not - Change the color of the logo



- Do not - use the old AOL icon



- Do not - move the subtext



- Do not - remove the subtext



- Do not - add a gradient



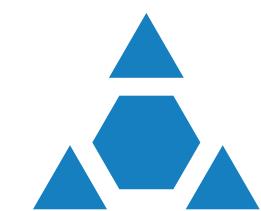
- Do not - change color of text



- Do not - remove punctuation



- Do not - add a shadow



- Do not - show icon alone

# Color

## Primary

### Blue

HEX #177FBF  
RGB 23 127 191

CMYK 83 42 2 0

## Secondary

### Black

HEX #231F20  
RGB 35 31 32

CMYK 0 0 0 100

### Gray

HEX #C6C6C6  
RGB 198 198 198

### White

HEX #FFFFFF  
RGB 255 255 255

CMYK 0 0 0 0

Logo

## Color

Here are some different examples of color use in different backgrounds..



R E D E F I N I N G   F A S T



R E D E F I N I N G   F A S T



R E D E F I N I N G   F A S T



R E D E F I N I N G   F A S T

Typography  
Example

# Quantify 60pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# KIONA 60PT

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

# Myriad Pro 60pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Advertisement Example

Advertisements should stay entirely in grayscale except for blue values. The logo should be in full color unless the photo used limits visibility. In that case, the white variant of the logo may be used.

