LOGO
GUIDELINES

www.autoserver.io

auto▶server

These guidelines describe the visual and verbal elements that represent autoserver corporate identity. This includes our name, logo and other elements such as color, type and graphics.
Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.
These guidelines reflect auto server s commitment to quality, consitency and style.

The autoserver brand, including the logo, name, colors and identifying elements, are valuable company assets.
Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the auto server name and marks.

Our signature

Our signature has a unique logotype and is based on the
"Tenby Five, lowercase " typeface.

Signature elements

There are only one signatures on auto server logo, it's horizontal.
The horizontal signature is preferred; use it whenever possible.
Don't separate or rearrange the logotype and symbol.
Our symbol is a gear / cogwheel of "automatic" and play button
that convey the "easiness".

The primary usage option is preferred. However, in more casual usage, such as merchandise, the logo may be used white, light blue and dark blue with dark background.

REVERSE-COLOR

The logo can appear in White or black only
for black-and-white and grayscale scenarios.

SIZE

To maintain full legibility, never reproduce the logo at **widths smaller than 1,5 inch (for print) or 108 pixels (for screen).** There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

auto server

≥1,5″ or 108 px
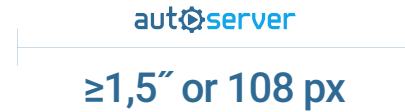
To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. **Use the letter "a" the first letter "auto server"** as a measuring tool to help maintain clearance.

Here are a few examples of
practices to avoid.

DON'T STRETCH, CONDENSE
OR CHANGE THE DIMENSIONS
OF THE IDENTITY

DON'T SKEW OR BEND THE IDENTITY
IN ANY WAY

DON'T USE COLORS OTHER THAN THOSE
SPECIFIED IN THIS DOCUMENT

DON'T ALTER THE PLACEMENT OR SCALE OF
THE ELEMENTS & ELIMINATING PART OF
THE LOGO

OUR COLOR
PALETTE

Beyond our logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold, diverse community and given names that reflect their inspiration. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive "**auto server**" image or visual story.

LIGHT BLUE

C: 69   M: 14   Y: 0   K: 0
R: 42   G: 172   B: 227
CODE #2AACE3

DARK BLUE

C: 85   M: 55   Y: 23   K: 3
R: 47   G: 106   B: 148
CODE #2F6A94

TYPOGRAPHY
PALETTE

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. **Tenby Five, lowercase** typography communicates clearly and cleanly, and is flexible in a wide range of situations.

TENBY FIVE

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OQRSTUVWXYZ

1234567890

!@#$%^&*()_+:"{?><|\

favicon-16x16

favicon-32x32

favicon-96x96

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