



# Brand guidelines

Acorn logo white

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Acorn logo with or without registered mark®

The “®” symbol is used to inform consumers and future trademark applicants that our logo is a registered trademark and can not be copied or used without our permission.

Therefore, all usage of our logo for external purposes must include the “®” symbol. For internal marketing purposes, the registered mark is not required.

External use



Internal use



Acorn logo colour

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



File formats

There are a variety of formats which best suit different images and usages. Here are the most common formats:

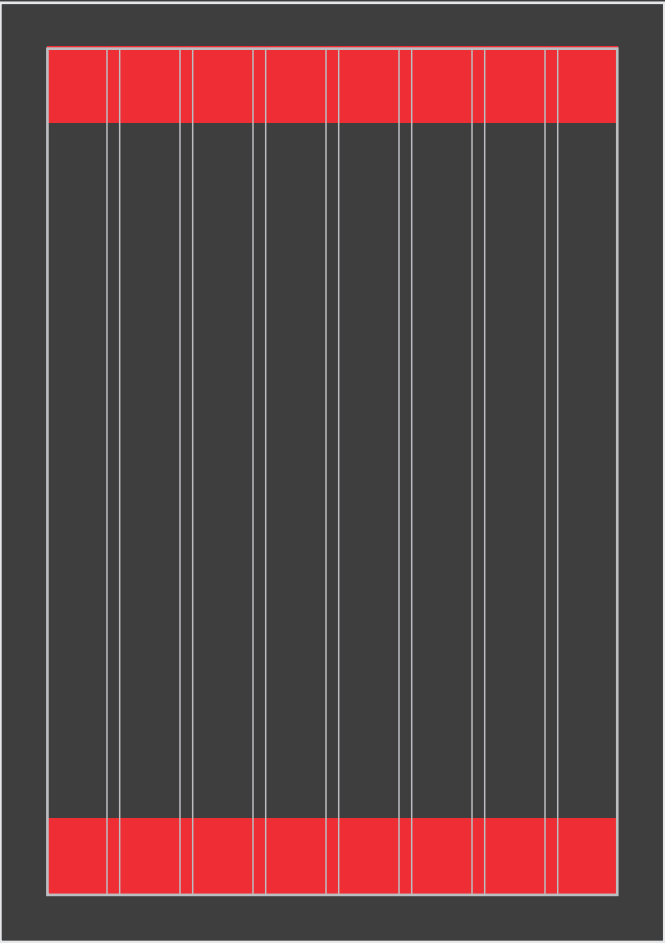
**Vector EPS** – A format which is used in print design and can be scaled to any size without losing quality. Ideal for logos.

**JPEG** – A raster file format which is used in print and digital design. It CAN NOT be scaled to any size without losing quality. Ideal for photos.

**PDF** – A format that can contain vector and raster elements. Used for print or web downloads depending on settings.

**PNG** – A raster file which is used mainly in digital design due it being able to incorporate transparent areas. It CAN NOT be scaled to any size without losing quality. Ideal for web graphics and icons.

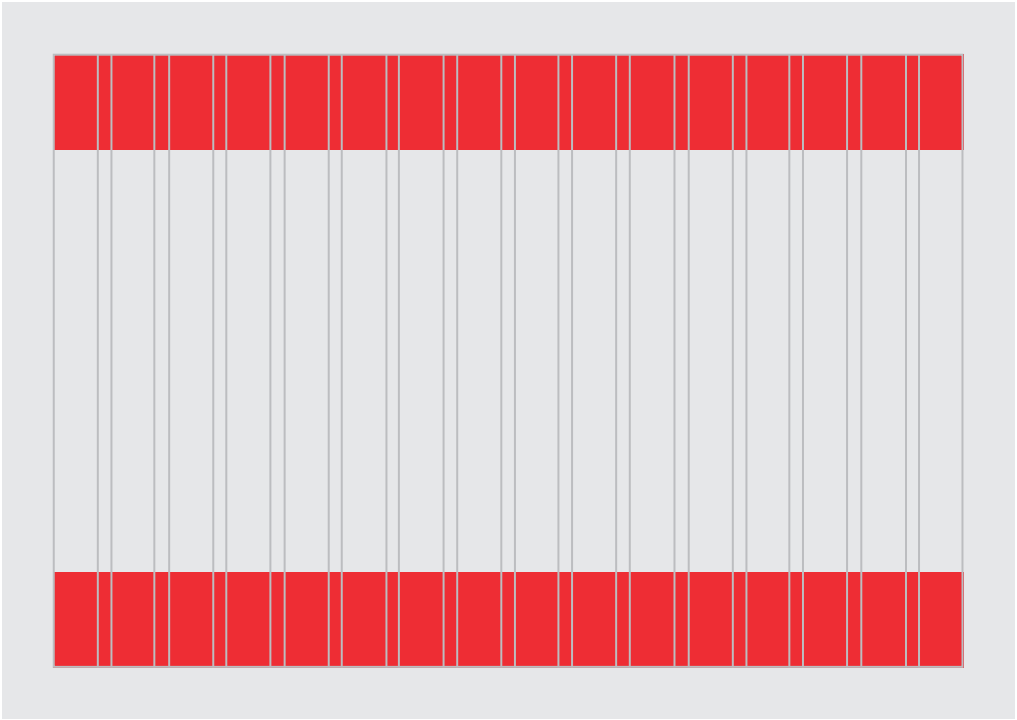




**Acorn logo "safe area"**  
The area does not have to be filled.

**Acorn logo positioning**

The Acorn logo can be used in the "safe areas" located in the "header" or "footer" areas of the marketing material. Use the 8 (portrait) / 16 (landscape column grid for guidance (see page XXX for more). Please think about the hierachy and balance when choosing. The logo does not have to fill the area but meet the minimum size requirements. *This does not apply to digital marketing material.*



**Acorn logo minimum size**

The Acorn logo can be reproduce at a minimum height of 8 mm. On the web the minimum size of the logo is 30 pixels high. There is no maximum reproduction size of the logo.

**Acorn logo isolation area**

The Acorn logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach. The area is defined by using the "o" from the logo. A margin of clear space equivalent to the "o" is draw around the logo to create the invisible boundary of the area of isolation.

C 99  
M 82  
Y 35  
K 27

RGB28 | 53 | 94

HEX#1c355e

Pantone 534C

ACORN BRAND GUIDELINES

VERSION 1.0

COLOURS

04

C 00  
M 95  
Y 85  
K 00

C 98  
M 91  
Y 42  
K 50

C 00  
M 00  
Y 00  
K 70

C 00  
M 00  
Y 00  
K 10

RGB229 | 35 | 41

HEX#e52329

Pantone 1788C

RGB31 | 33 | 63

HEX#1f213f

Pantone 5255C

RGB112 | 111 | 111

HEX#706f6f

RGB237 | 237 | 237

HEX#ededed

Primary typeface

The Myriad Pro family is our primary choice. It has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. Clean open shapes, precise letter fit, and extensive kerning pairs make this unified family comfortable to read, while the wide variety of weights and widths in the family provide flexibility to communicate with a wide variety of audiences.

Type treatment

Creative solutions and personality can be achieved through varying size, colour, tracking, leading and capitalisation.

Body copy is typically set in 70% black and aligned to a baseline grid.

Myriad

Pro

Myriad Pro Light  
Myriad Pro Regular  
**Myriad Pro Semi Bold**  
**Myriad Pro Black**  
Myriad Pro Condensed  
**Myriad Pro Bold Condensed**

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@£\$%^&\*()\_+[];'\,/{}:"|<>?:~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅ Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã