

Review Point: Logo Design

Project Scope: Logo ATC
Logo Designed: 2023



Colourmark



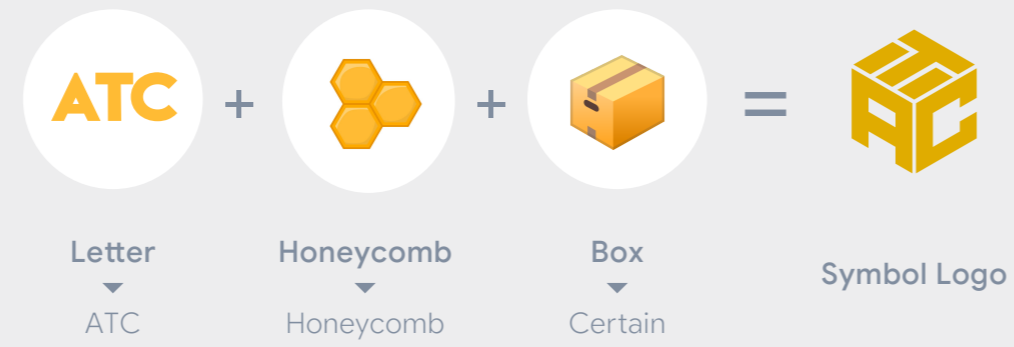
Social Media



Monomark



Logo Information & Usage



Primary Colour Logo



Secondary Colour Logo



Alternative Colour Logo



Mono Logo



Logo Designed:

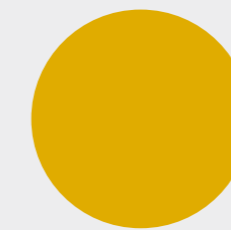


Logo Usage



White Padding indicates the logo's Clear Space; an area where other elements must not encroach into. In order to allow the logo to breathe, we use the Clear Space as a spacial/white space buffer.

Colours



Primary 1
CMYK: C13 M32 Y100 K0
RGB: R224 G172 B0
HEX: #E0AC00



White
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF



Black
CMYK: C93 M84 Y46 K51
RGB: R27 G35 B61
HEX: #1B233D

Gradients



Typeface: Google Sans

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU
VWXYZ0123456789!@£\$%^&

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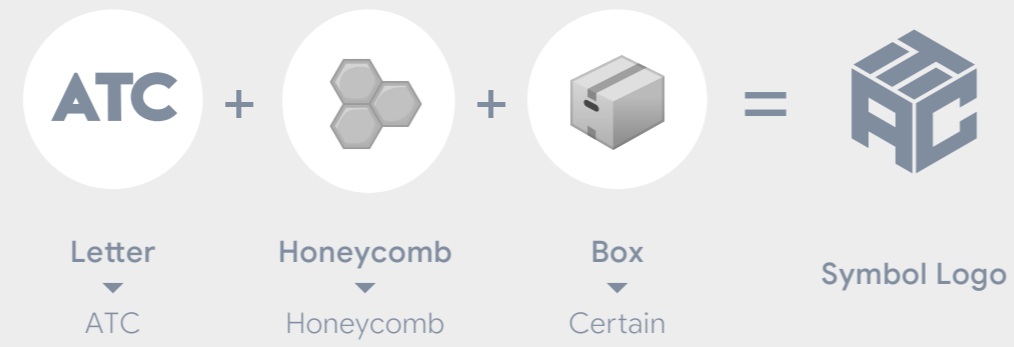
Social Media



Monomark



Logo Information & Usage



Primary Colour Logo



Secondary Colour Logo



Alternative Colour Logo



Mono Logo



Logo Designed:

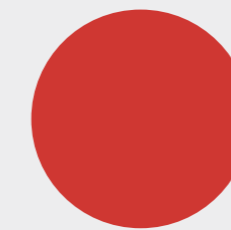


Logo Usage



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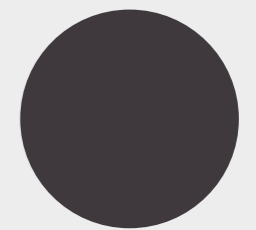
Colours



Primary 1
CMYK: C5 M100 Y198 K0
RGB: R205 G55 B50
HEX: #CF3732

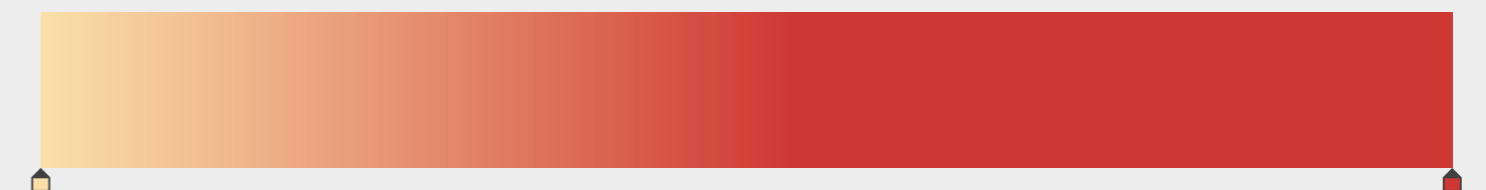


White
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF



Black
CMYK: C66 M66 Y57 K50
RGB: R63 G57 B61
HEX: #3F393D

Gradients



Typeface: Google Sans

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU
VWXYZ0123456789!@£\$%^&

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Colourmark



Social Media



Monomark



Primary Colour Logo



Primary Colour Logo 2



Secondary Colour Logo



Alternative Colour Logo



Mono Logo



Logo Designed:



Logo Usage



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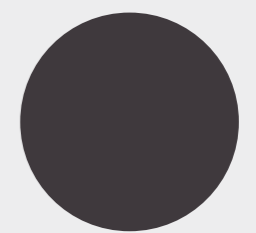
Colours



Primary 1
CMYK: C5 M100 Y198 K0
RGB: R205 G55 B50
HEX: #CF3732



White
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF



Black
CMYK: C66 M66 Y57 K50
RGB: R63 G57 B61
HEX: #3F393D

Gradients



Typeface: Google Sans



abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU
VWXYZ0123456789!@£\$%^&