



08.28.06 : IDENTIFICATION GUIDELINES

Blue and Green Logo:



Black Logo:



Reversed Black Logo:



The Akorri Brand

Standard Logos

The Akorri logo is comprised of two elements:

- (1) The akorri text
- (2) The arcs

Our corporate identity affects how other people and organizations perceive us.

Akorri's corporate identity is an important asset in building a robust and recognizable brand. It is important to adhere to the guidelines set forth in this document to ensure that we maximize the effectiveness of the brand and the growth of the company.

The Akorri mark is a registered trademark, and its use by any other organization is not allowed without expressed, written permission from Akorri.

The Akorri Colors

Primary Palette

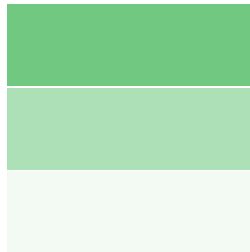
Akorri Green and Blue:

Pantone 361

CMYK:
C75 M0 Y100 K0

RGB:
R52 G178 B51

web:
34B233



70%

RGB:
R112 G192 B119

40%

RGB:
R173 G219 B177

6%

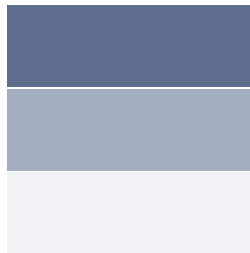
RGB:
R243 G250 B244

Pantone 654

CMYK:
C100 M73 Y10 K48

RGB:
R0 G44 B95

web:
002C5F



70%

RGB:
R93 G101 B129

40%

RGB:
R162 G167 B183

6%

RGB:
R241 G242 B244

The Akorri Colors

Secondary Palette

Secondary Color Palette:

		PANTONE 7543 C CMYK: C44 M33 Y33 K1	RGB: R149 G156 B159 web: 959C9F
		PANTONE 364 C CMYK: C81 M32 Y100 K22	RGB: R28 G94 B16 web: 317023
		PANTONE 7461 C CMYK: C82 M37 Y1 K0	RGB: R0 G135 B199 web: 0087C7

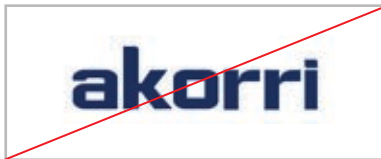
Incorrect Logo Usage:



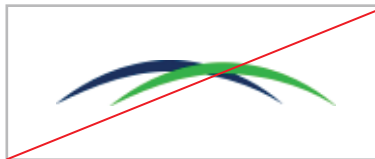
Outlining the logo



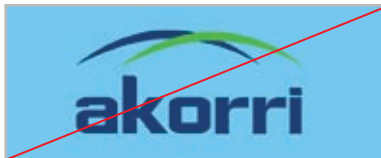
Tilting the logo



Separating the text and graphic



Separating the text and graphic



Placing the logo above a different shape or color



Substituting or adding colors other than those specified.

The Akorri Logo

Using the Logo Correctly

Be careful when handling the Akorri logo – misuse can be damaging to the brand.

- Never change the color of the logo.
- Never use the Akorri type on it's own, our logo must always appear in its complete form.
- Never separate the arcs from the text.

The Akorri Logo

Legibility

When using the logo, please ensure you allow plenty of clear space.

Clear Space:



Minimum Size:



|— 1.125in —|

Primary Typeface:

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Medium

The Akorri Typeface

For Print

Avenir, our primary corporate typeface has been carefully selected to express the character of the Akorri brand. It is modern, friendly and easy to read.

Please use Avenir 85 Heavy and Avenir 45 Book on all matters relating to external presentation (e.g. leaflets, corporate literature, signage, posters etc.).

For Web and Office Documents

As a standard alternative Arial has been chosen for use on internal documents, PowerPoint presentations and letters. Please contact our Marketing Department for further guidance.