



01.

Logo Usage

1.1 Primary Logo

1.2 Secondary Logo

1.3 Colour Applications

1.4 Logo Dos and Don'ts

1.1

Primary logo

Our logo is at the heart of our visual identity – encapsulating who we are and what we do through a modern, stylistic approach.

Our logo needs to always be applied with care and consistency purely to preserve its integrity. Avoid changing colours, distorting the form and scale when in application. (See more on 1.5). The primary logo is always seen with tagline lock-up “Mine Smarter”.

Detailed logo

The detailed logo is to be used in most situations in application.

Flat logo

The flat logo is to only be used when placed on top of a detailed/coloured shape or object including images, solid colour shapes, and textures (See more on 1.4). Secondly, the flat logo must also only be used when scaled down to minimum size. This is to ensure detailing won't be lost.

Clearspace

Use the “C” in “AMC” as a guide to placing our logo in application. Shapes, objects, and page edges should never enter this clearspace.



DETAILED LOGO



FLAT LOGO



CLEARSPACE



MINIMUM SIZE

1.2

Secondary logo

Our secondary logo is a twin of the primary logo, sans tagline lock-up. This is the only difference between the two as they have the same elements and the same rules apply when using in application. Due to the lack of taglines in the secondary logo, it can be scaled smaller without losing any legibility.

Detailed logo

The detailed logo is to be used in most situations in application.

Flat logo

The flat logo is to only be used when placed on top of a detailed/coloured shape or object including images, solid colour shapes, and textures (See more on 1.4). Secondly, the flat logo must also only be used when scaled down to minimum size. This is to ensure detailing won't be lost.

Clearspace

Use the "C" in "AMC" as a guide to placing our logo in application. Shapes, objects, and page edges should never enter this clearspace.



DETAILED LOGO



FLAT LOGO



CLEARSPACE



MINIMUM SIZE

1.3

Colour applications

Although our colour palette has a minimal range of colours, how they're applied on our logo pushes our visual identity further than others.

Use examples to the right as a reference when applying our logo on solid colour.

Primary and secondary logo

Our logos should always be used when placed on a background that does not conflict its colours.

Logo on purple

The flat version of the logo is to be used when applied on top of solid colour. This version of the flat logo is to be applied if that solid colour is our purple (files provided in brand toolkit).

Logo on blue

This version of the flat logo is to be applied if that solid colour is our blue (files provided in brand toolkit).

Logo reversed (on black)

This logo is only to be used when applied on a solid black background or when applied on top of an image. This is to increase legibility and contrast.

Logo reversed (on white)

This logo is to only be used when in an all black and white monochrome environment.



PRIMARY LOGO



LOGO ON PURPLE



LOGO ON BLUE



LOGO REVERSED (ON BLACK)



LOGO REVERSED (ON WHITE)

1.4

Logo do's and dont's

1

Do not rearrange the logo's elements. Only use what is supplied in the brand toolkit.

2

Never apply a detailed logo on solid colour or images. (See more on 1.3).

3

Do not apply any decorative details to the logo. E.g. dropshadows.

4

Do not change the colour arrangement in supplied logos.

5

Always use correct structure in supplied logo.

6

When applied to solid colours, follow correct colour application usage. (See more on 1.3).

7

When applied on top of images, always use the flat logo in all white as supplied in the brand toolkit. (See more on 1.3).

8

When needed, the logo should always be scaled down to the recommended minimum size. (See more on 1.1 and 1.2).



1



2



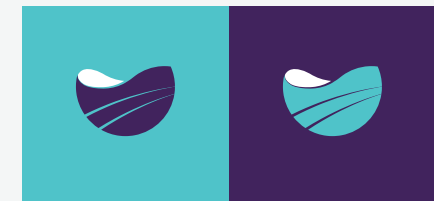
3



4



5



6



7



8