

# Admiral

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## Logo

Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for.



## Clearzone

To allow our logo to work correctly, there must always be clear space around it. Our logotype must always be surrounded by an area entirely clear of copy and any other graphic devices. The formula for this exclusion zone is shown above and applies to all sizes of logotype reproduction.

The amount of room you need to leave is indicated by the clearzone, the dotted line, which does not print.



# logo lockup

Admiral



Admiral



Admiral



# Colours

## Colour Values

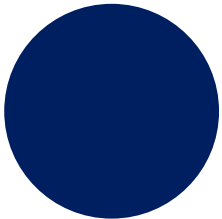
For consistency, in print and on-screen, we have clearly defined our colour values.

We use defined digital and print colour values for consistency across all touchpoints.

For DIGITAL applications use RGB/HEX.

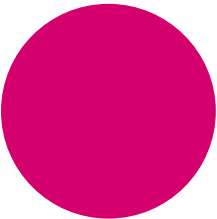
For PRINT use CMYK or PANTONE.

### Primary

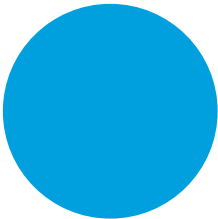


PANTONE: 2757  
RGB: R38 G47 B97  
CMYK: C98 M91 Y33 K24  
HEX: #262f61

### Secondary

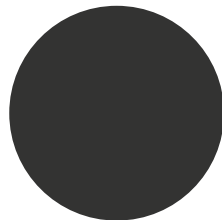


PANTONE: 226  
RGB: R208 G0 B115  
CMYK: C11 M100 Y12 K0  
HEX: #D00070



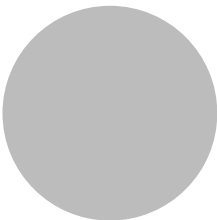
PANTONE: 299  
RGB: R0 G158 B225  
CMYK: C90 M12 Y0 K0  
HEX: #00a3e0

### Text



RGB: 18, 18, 18.  
CMYK: 0, 0, 0, 93.  
HEX: #121212

### Backgrounds



RGB: 166, 166, 166.  
CMYK: 0, 0, 0, 35.  
HEX: #A6A6A6



RGB: 204, 204, 204.  
CMYK: 0, 0, 0, 20.  
HEX: #CCCCCC



RGB: 230, 230, 230.  
CMYK: 0, 0, 0, 10.  
HEX: #E6E6E6

# Fonts

## Gilroy

This is our main font, it is simple and clean with a wide range of weights. Gilroy enables us to express ourselves consistently in all applications.

### Style

Our font style is simple to read, understand and navigate, and allows you to communicate quickly and effectively.

- Establish a clear hierarchy of information through the use of headlines, titles, subtitles and body copy
- Ensure easy legibility of all text
- Give content the space to breathe; avoid cramming too much text into the available space
- Always left align body copy
- Only capitalize the headline words, names and proper nouns
- Use the correct colour displayed below each style depending on what colour background the text is being displayed on.

## Gilroy Light

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

## Gilroy Medium

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

## Gilroy Semibold

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

## Gilroy Bold

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

# Social Media



