

Logo – baseline version

01 General description and proportions

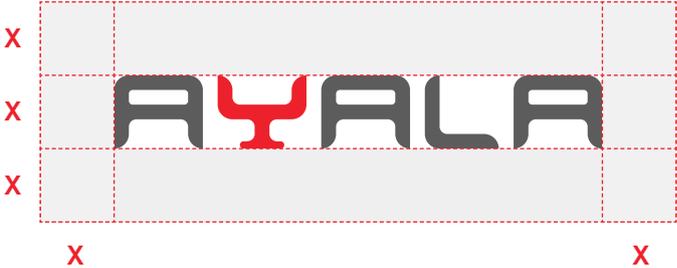
The logo consists of the word "AYALA" in a bold, sans-serif typeface. The letter 'A' is dark grey, the 'Y' is red, and the remaining letters 'A', 'L', 'A' are dark grey. The letters are closely spaced and have a consistent height and weight.

The baseline logo of is to serve as the main logo and it is the default trademark of AYALA.

Proportions of respective logo components with regard to other components were determined based on the main principles of legibility so as to maintain their full aesthetic features, thus they are not subject to any modifications and the logo should always be obtained from source files that are relevant for its intended use.

Logo – baseline version

02 Protective field



The picture presents the protective field of the logo, i.e. the area that must not be modified by any additional components of a given medium. This field is necessary for the logo to function fully and correctly.

The range of the protective field has been marked with an X and its height is equal to the height of the letter „A” in the logo. This rule applies to all versions of the logo.

Logo – baseline version

03 Basic colours

The logo consists of the word "AYALA" in a bold, sans-serif typeface. The letter "Y" is colored red, while the letters "A", "Y", "A", "L", and "A" are colored grey.

CMYK: 15/10/10/70
RGB: 91/91/91
HEX: 5B5B5B



CMYK: 0/98/92/0
RGB: 238/34/43
HEX: ED212B

The colours used in the AYALA logo had been precisely defined and registered in the basic palettes used for the brand.

The RGB and HEX palettes are intended for screen-based media and the CMYK palette is to be used in all printed media.

The basic colours of the brand include two main colours: Grey – main colour, with red supplementing the main colour.

The only acceptable colour of the background for the baseline version of the logo is white.

Logo – alternative version

04 Acceptable monochromatic / negative versions

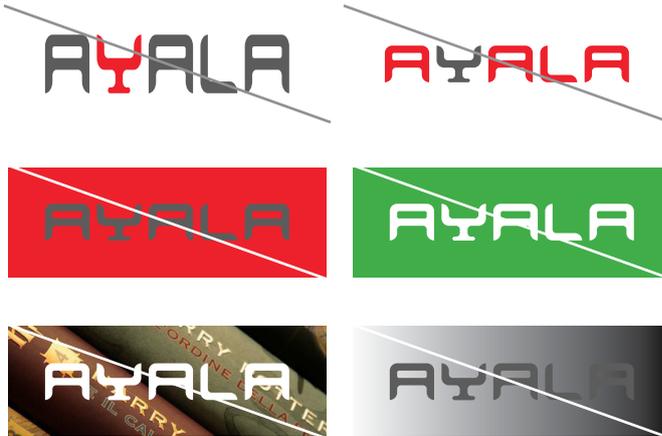


Monochromatic or achromatic versions of the logo may be used in selected materials. In such case, the logo is a negative. Such form of the logo may appear only on a plain grey / red / white or at least black background.

A red or grey logo on a white background is also acceptable.

Logo – alternative version

05 Irregular applications



As all irregular applications of the alternative logo cannot be listed here, the picture only highlights the most typical mistakes and the general use of the logo.

You may not:

Interfere in the agreed proportions of the logo; extend, prolong or shorten it.

Change the colours of logo components.

Apply an alternative version of the logo, the colour of which differs from the colour specified in the acceptable version.

Apply an alternative version of the logo on plain backgrounds, the colour of which differs from the dedicated basic colour of the brand.

Apply an alternative version of the logo on non-plain backgrounds, such as photographs or gradient backgrounds.

Avatar – baseline version

06 Profile picture / Social media avatar



For social media purposes, a special avatar was developed that would meet all the requirements of a profile picture in terms of composition, clarity and scaling.

Due to the diversity of the terms and conditions of use of social networks and forums, the avatar must clearly present the most important brand components (the characteristic letter Y) and the features relevant for visual communication.

Considering the white frame surrounding the avatar, for the sake of illustration it was placed on a grey background which is not its integral part.

Any modifications of the avatar components are forbidden as they may be detrimental for the design.

Avatar – alternative version

07 Profile picture / Social media avatar



Should it be necessary to use the baseline logo in a square with the full brand name, an alternative version of the avatar was developed.

Due to the high complexity of the logo, this version should not be used where there is a risk that the avatar could be cropped by a social network or a thematic forum so that it would affect its legibility. In such cases, the basic avatar described on the previous page should be used.

Typography / baseline version

08 The Flama family

Flama Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut hendrerit lacus. Pellentesque posuere lorem quis tortor tincidunt convallis.

Flama Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut hendrerit lacus. Pellentesque posuere lorem quis tortor tincidunt convallis.

Flama Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut hendrerit lacus. Pellentesque posuere lorem quis tortor tincidunt convallis.

The main font used for AYALA brand is the Flama family. Flama fonts should be used wherever the medium permits.

Headers are marked by Medium width. No other width can be used in their case as it would jeopardise the visual communication of the brand.

Book width is used for the most of body content.

Bold width is used for titles in press advertisements, OOH media and other company materials.

Typography / system version

09 The Roboto family

Roboto Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut hendrerit lacus. Pellentesque posuere lorem quis tortor tincidunt convallis.

Roboto Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut hendrerit lacus. Pellentesque posuere lorem quis tortor tincidunt convallis.

Roboto Regular Condensed

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut hendrerit lacus. Pellentesque posuere lorem quis tortor tincidunt convallis.

In the case of certain online or digital media, Flama fonts cannot be used. In such situations, the predefined widths of the Roboto font family should be used.

Flama Medium should be replaced by Roboto Regular.

Flama Book should be replaced by Roboto Light.

For the home page headers, Roboto Bold should be used. Due to the specific features of the digital display of text, baseline font of the brand should only be replaced with the abovementioned three widths of the Roboto fonts.

Brand components

10 Brand colours



Apart from the two main colours used in the logo, the palette of additional colours includes 4 supplementary colours.

 CMYK: 17 / 100 / 100 / 7
RGB: 191 / 27 / 35
HEX: BF1B22

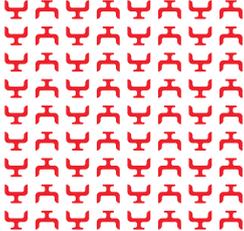
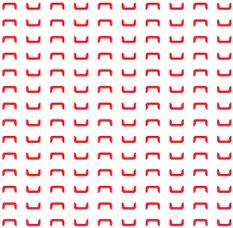
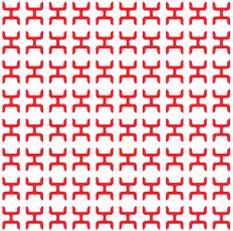
 CMYK: 69 / 62 / 63 / 58
RGB: 51 / 51 / 51
HEX: 333333

 CMYK: 25 / 20 / 20 / 0
RGB: 191 / 191 / 191
HEX: BFBFBF

 CMYK: 4 / 3 / 3 / 0
RGB: 241 / 241 / 241
HEX: F1F1F1

Brand components

11 Supplementary designs



Additional components and supplementary designs of the brand.

Logo – minimum size

12 Minimum size of the logo acceptable for print and standard digital display



The picture presents the minimum size of the logo for printed materials and for digital display.