



 Shortlister

Logo

Our logo must be presented with both wordmark and Avatar used together as shown here. It can be used on a light or white background or with the wording reversed out in white on a dark background.



Rules

To preserve brand recognition and credibility we ask that the follow rules for using the logo are adhered to.

Minimum Width

For legibility, make sure the logo is no smaller than 20mm wide. (100px for digital representation)

Exclusion Zone

A sufficient gap known as an 'Exclusion Zone' should be given so as not to compromise the logo mark. The minimum exclusion size has been defined by the height of the Avatar icon. This can be measured from the extremities of the logo.



Integrity

Always resize the logo proportionally (this can be done by holding down 'shift' in most software applications). Do not create your own logo mark by using an alternative typeface (always used the logo files supplied). Do not present the logo on a background colour that reduces legibility.



Colour

We distinguish ourselves by the use of two core colours, Forest Green and Avatar Green.

Forest Grey

C66 M32 Y46 K69

R44 G67 B63

Hex: #2C433F

50%

R137 G148 B147

Hex: #899493

8%

R234 G234 B234

Hex: #EAEAEA

Avatar Green

C79 M0 Y65 K0

R0 G169 B122

Hex: #00A97A

Typefaces

We like impactful statements that are clear and concise, we therefore use *Avenir Black* in all of our main headings. To complement this we use the typeface *Usual* which has strong legibility at smaller sizes and can be used as paragraph text as well as smaller headings.

Main Headings

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890?&\$f@!**

Avenir Black

Paragraph

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890?&\$f@!

Usual Light

Example

Recruiting your next team member

Vidigendic te si odi con eum abo. Antium, voloruptatem simi, sum rem qui beatem voloreius enihita con rerat Gent et re ist, sitiuntia sam sim faccoll uptam, cor aliquo vene doloribus ium facia quatio eatiasped quia sus, nossi dem hictur aute omnis molupta nobit ullorue.

Volorepudae veria voluptior autes qui occupatae dolesciam amustist et ad est litiasin eum eos senihil iantis essi nullenimus ea vel maximi, que nuscitibus evernat hictur saeptatent quibus inulparia debist imus doluptis eum, saerum nat.