

01 | Primary Logo



- a / Logo with reflection
- b / Matte logo without reflection

02 | Alternative Logos



- a / Horizontal logo usage
- b / Horizontal website logo

The minimum required Clear Space surrounding the logo is equal to the width of the orange triangle. The triangles height is equal to its width.

02 | Alternative Logos (cont.)



c / One-color logo (black)

d / Grayscale logo



e / One-color horizontal logo

f / One-color horizontal website logo

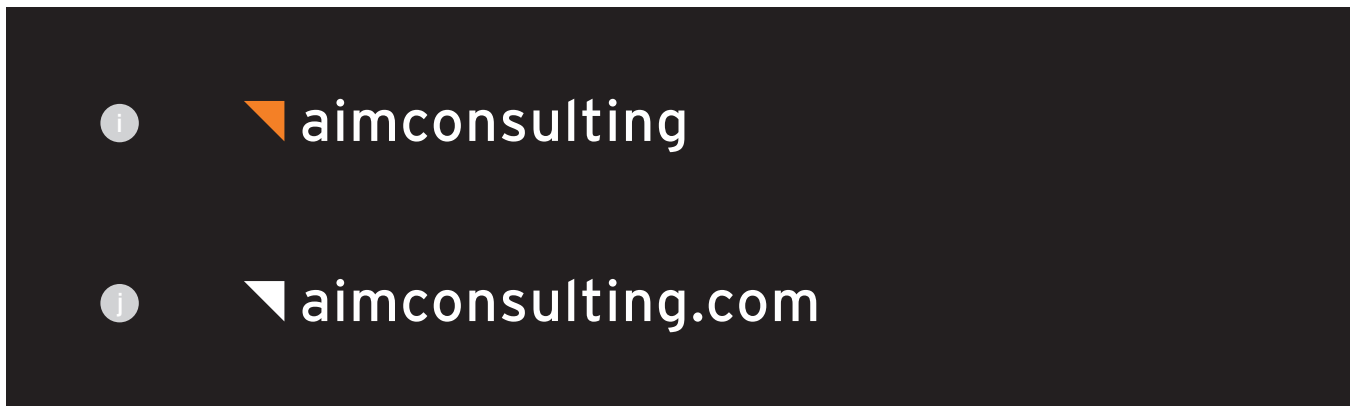
Horizontal logos do not have a grayscale option, only one-color (black) usage due to the hues being too close in value.

02 | Alternative Logos (cont.)



g / Reversed color logo

h / Reversed one-color logo



i / Reversed color horizontal logo

j / Reversed one-color horizontal website logo

Horizontal logo and horizontal website logo can both be in either the colored or one-color reversed usage.

With orange background, use only reversed one-color logo

a

Swiss 721 BT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Swiss 721 BT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

b

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

c

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

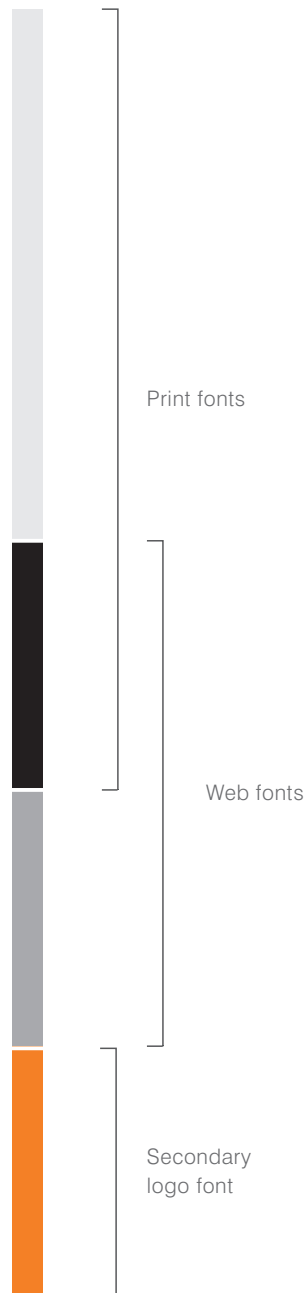
d

Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



a / Swiss Light: Titles, body copy


Swiss Medium: Headings

b / *Georgia Italic*: Heading descriptions

c / **Arial Regular**: Website copy, headings, etc.

d / **Interstate Regular**: used only for the word **consulting** in logo and in the horizontal logo format

04 | Color Palette

a  **a** / AIM Orange (Pantone 158)
F58025
CMYK / 0 - 61 - 97 - 0
RGB / 245 - 128 - 37

b  **b** / Black
000000
CMYK / 0 - 0 - 0 - 100
RGB / 35 - 31 - 32

c  **c** / Medium Grey
999999
CMYK / 0 - 0 - 0 - 40
RGB / 153 - 153 - 153

d  **d** / Light Grey
EDEDED
CMYK / 0 - 0 - 0 - 7
RGB / 241 - 240 - 240

e  **e** / Pantone 301
0065A4
CMYK / 100 - 45 - 0 - 18
RGB / 0 - 101 - 164

f  **f** / Pantone 2915
54BCEB
CMYK / 59 - 7 - 0 - 0
RGB / 84 - 188 - 235