

AgeCheq

BRANDING GUIDELINES



OVERVIEW

THESE GUIDELINES OUTLINE THE CORRECT TREATMENT OF THE AGE CHEQ LOGOS IN PRINT AND ON THE WEB.

The AgeCheq corporate signature consists of the accompanying AgeCheq logotype (the name set in specially designed type) and the blue AgeCheq shield. Always reproduce the complete logo from the electronic artwork provided.

Depending on your layout needs, you may use the stacked or horizontal version of the logotype as you wish.

PLEASE DO NOT:

- alter the logo in any way;
- redesign, redraw, animate, or alter the proportions of the logo;
- rotate or render the logo three-dimensional;
- incorporate the logo into any other design; or
- add new elements to the logo.

Colors

COLORS FOR PRINT

For printed color reproduction of any of the four approved AgeCheq logos, please use the following CMYK color values:



Light Blue

C80 / M30 / Y5 / K0



Dark Blue

C90 / M50 / Y25 / K5



White

C0 / M0 / Y0 / K0



Gray

C0 / M0 / Y0 / K30



Black

C0 / M0 / Y0 / K100

COLORS FOR WEB

For web color reproduction of any of the four approved AgeCheq logos, please use the following RGB color values (or Hex equivalents):



Light Blue

R22 / G150 / B200
Hex #1693c8



Dark Blue

R6 / G110 / B148
Hex #066d94



White

R255 / G255 / B255
Hex #FFFFFF



Gray

R188 / G188 / B188
Hex #BBBDC0



Black

R0 / G0 / B0
Hex #000000

Size and Space

MINIMUM SIZE AND CLEAR SPACE

The logos should not be reproduced in print or on the web at a size where the rectangular logo graphic is smaller than half an inch (.5"). Always keep a clear open space of at least a quarter of an inch (.25") around the logo, with no graphics, type, photographs, or illustrations inside this clear space area. In order to maintain the consistent use of the AgeCheq logo worldwide, these are the ground rules for usage of the logo in a wide variety of venues.

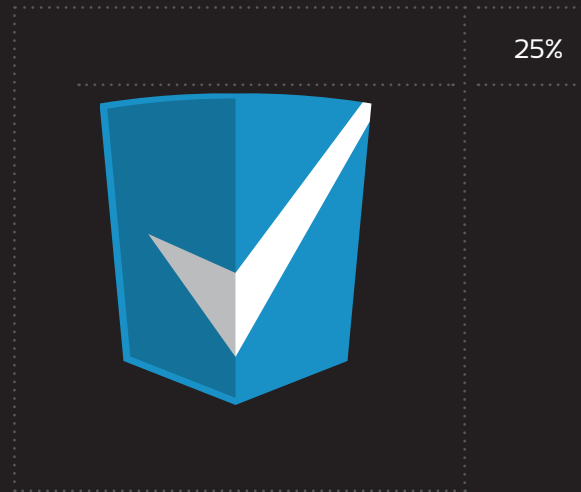
FULL LOGO

Always keep a clear open space of at least a quarter of an inch (.25") around the logo:



AGECHEQ SHIELD

AgeCheq permits publishers in good standing to use the blue shield in their marketing to inform parents that an app uses the AgeCheq service. If used in marketing, the shield must be displayed on a white or black background, with a margin around it equal to 25% of its width.



SHIELD ON APP ICONS

If it is used in an app icon, the badge should be in the lower right corner, with a white or black margin to separate it from the other icon art.



Logo Don'ts

LOGO DON'TS

PLEASE DO NOT:

- alter the relative size of any of the elements comprising the Corporate Signature or alternate logos;
- alter the spatial relationship of the elements to each other;
- print the elements of the Corporate Signature or alternate logos in different colors;
- use any of the elements by themselves as illustrative art or graphics (Any deviation from this rule must be approved by AgeCheq Marketing in writing.);
- run the corporate signature or alternate logos over a coarse-screen or a pattern that interferes with the ability to read the signature;
- use drop shadows with any of these elements; or
- screen any of the elements.



MORE
QUESTIONS?

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