

PAA logotype guidelines 2020

This is a vector quality PDF file and can be used for different sizes and materials without quality loss. Other logotype file types should be strictly used to according file type size.

There are 3 logotype versions:



Grey logotype

PAA primary logo

LOGOTYPE colours:
RGB 95 , 96 , 98
CMYK (0,0,0,77%)
Pantone 425 U



White logotype

White logo on background

Recommended background colour:
RGB 95 , 96 , 98
CMYK (0,0,0,77%)
Pantone 425 U



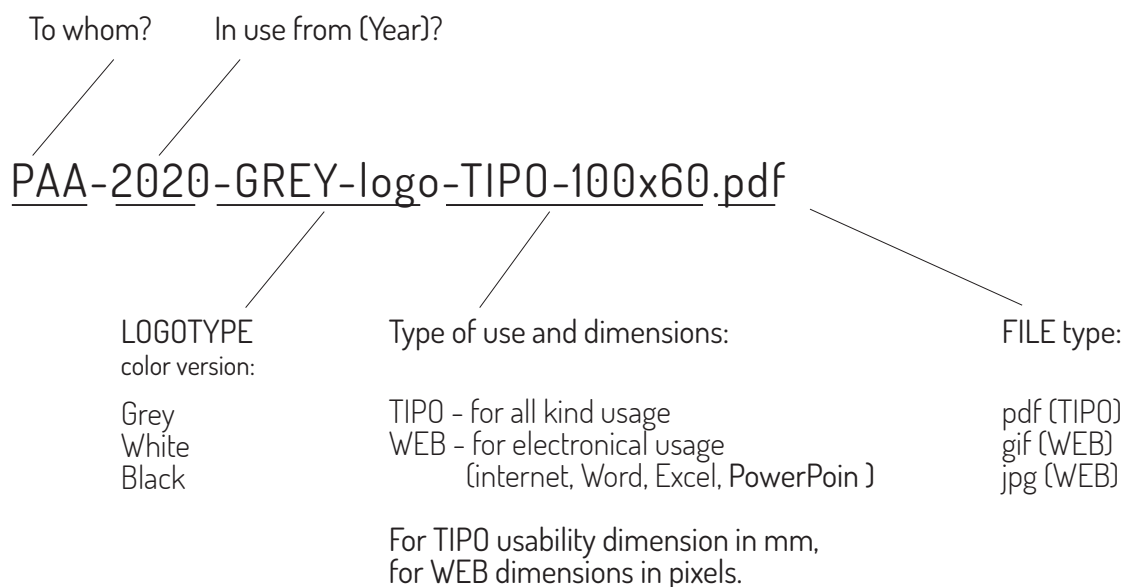
Black logotype

with transparency

LOGO TYEPE colour:
RGB 7 , 0 , 4
CMYK (40,40,30,100%)

Additional explanations

Logotype file naming explanation:



If the background is too dark to ensure clear legibility of the logo or if the required background is grey, reverse the logo to white. Do not reproduce the logo in colours other than those specified in this document. Do not place transparent version of logo on a patterned background which impairs readability.