

MAIN LOGO

This is the main AAT Kings logo which is to be used across all channels. While old collateral may use the strapline version - we are moving away from this as we move forward. The primary color-way is to be the word 'Kings' in red with 'AAT' and the stroke in black. Black and white reversed versions are only used in specific circumstances, where the colour version cannot.



CLEAR SPACE AND COMPUTATIONS

Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearspace take the height and width of the letter 'A' and place it around the logo space as shown below:



MINIMUM SIZE

Choosing the scale for the logo to be used should be addressed on a case by case basis so that the AAT Kings branding remains legible in all scenarios. 27mm is the absolute minimum width for the logo usage in an AAT Kings document.

Digital Min Size: 77px



Print Min Size: 27mm

