

# Acro Media Logo Usage Guide

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## Full Colour *preferred use*



## 1 Colour



## 1 Colour Reversed



## Colours - Primary



Acro Orange  
RGB: 249,94,39  
CMYK: 0,78,94,0  
HEX: F95E27



Acro Gray  
RGB: 85,90,92  
CMYK: 66,54,53,27  
HEX: 555A5C

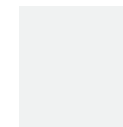
## Colours - Secondary



Dark Gray  
RGB: 38,40,47  
CMYK: 76,69,57,64  
HEX: 26282F



Medium Gray  
RGB: 149,161,166  
CMYK: 44,30,30,1  
HEX: 95A1A6



Light Gray  
RGB: 240,242,242  
CMYK: 4,2,3,0  
HEX: F0F2F2

## Typography

### Roboto

Light, **Regular**, **Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Roboto Slab

Light, **Regular**, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Clear Space



○ = 50% of full size

## Minimum Size



0.625"

## Don't...



remove, or replace,  
"MEDIA" in the logo



use alternate colours



place the colour logo on a  
low contrast background



add effects: drop  
shadows, bevels, strokes,  
etcetera



squash, rotate or  
otherwise distort the logo

Whenever possible the full colour version of the logo should be used. Consult Acro Media's creative department to determine the proper format for your application.