



Branding Guidelines



SECTION /01

LOGO DESIGN

Primary Logo

The primary logo of APB Developments includes an alteration of a sans-serif font that aligns with the request of the clients being, simplistic, and clean. The original logo put forward by the client lacked stylistic form, and restricted the direction of the brand.

The logo is housed in a bounding box using their primary colour code. The looks to the appeal of a sticker, construction aesthetic that is bold, innovative, and is able to adapt secondary marks that support expansion opportunities.



Logo Suite

APB has a range of logos that still holds the core value of their primary logo. The client has access to a range of alignments as the logo works across the digital and analogue space, with the intent to apply the logo on social media, web pages, digital platforms, as well as construction awnings, business cards, invoices and supporting livery.



Clearspace

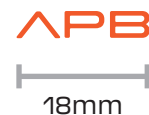
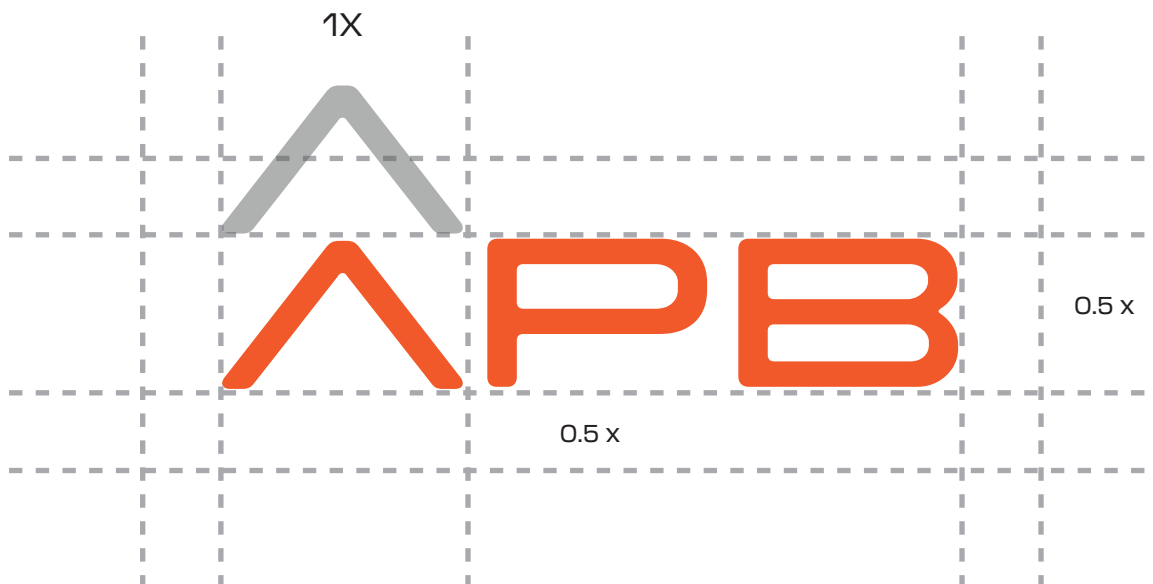
The defined clear space is defined by the initial letter of the logo. The height of the "A" marks 1X of the space around the logo which is where no other text or image should span unless overlayed.

With the weight of the logo being thin, to medium, it is important to ensure the identity mark doesn't face distractions from other items surrounding it. The clear space provided also pertains to the bounding box also.

As the logo is scalable it is important to reference this as it will remain the same no matter the size of the log .

Minimum Size

The minimum size of the logo is 18mm and when reduced to smaller than this, APB Developments should utilise their icon as opposed to their wordmark.



Icon Design

The icon is applied when the application is required to be used in a space smaller than 18mm. This includes but is not limited to, app icons, webclips and favicons.

The icon design is also advised to be used on livery and uniforms such as construction hats and the top of shirts or supporting apparel.



Logo Application

APB has been provided with an entire logo suite for application across a range of instances. Their logo system adapts to a range of instances and positioning. The goal is to assist with when to use each logo mark, and which logo fits best, based on the positioning the client requires.

This ensures the logo application at all times remain consistent and easily identifiable as the brand expands.

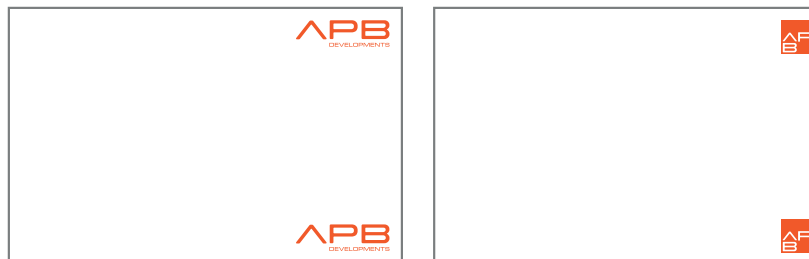
LEFT ALIGNMENT



CENTRED



RIGHT ALIGNMENT



SECTION /02

COLOUR PALETTE

Colour Palette

Per request the client looked for a neutral colour palette with limited to no supporting colours. With this we identified a range of neutral tones that related to the industry in which APB operates within. It is encouraged that all hi-vis items are to align with the primary colour, and contrasted with the application of white, boulder or black on the back.

Flame Orange

#F1582C
0, 80, 93, 0
241, 88, 44

Boulder

#7A7E7F
54, 43, 43, 8
122, 126, 127

Gravel

#44474C
70, 61, 54, 39
68, 71, 76

Dawn

#AAA6A3
36, 30, 32, 0
170, 166, 163

Black

#000000
0, 0, 0, 100
0, 0, 0

SECTION /03

TYPOGRAPHY

Typography

The type is a mix of geometric and grotesque sans serif font. APB has access to a Google fallback fonts as well to ensure that if there is no access to Adobe Font suite. All fonts have a range of weights as well as access to condensed version as well when used for terms and conditions, cookies, and small formatted areas such as footers.

Aa

HEADING

Eurostile

Google Fallback: Anybody / Michfroma

Geometric

Sans Serif

Aa

SUB - HEADING

Archivo

Open Source Font

Grotesque Sans

Sans Serif

Aa

BODY

Manrope

Open Source Font

Geometric

Sans Serif

LIGHT

DARK

Sub-Heading

To be capitalised and used at 2pt higher than the paragraph font

Heading

Used as a display font for large page sections with a two tone value to highlight important information

Paragraph

Leading or line spacing should be valued at 2x the pt sized used.

Caption

Same formatting as sub-heading in a lowercase style



APB EXPRESSION OF INTEREST
MEDIAM PROJECTS

WHAT WE DO

WE DEVELOP AND MANAGE PROJECTS BUILT TO LAST.

Il int modigni eturent anditatem utemporesci beratianita
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quidiscium quunt pliam repret lantiur aritatus volentia
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APB Developments | Projects that last
88 Parramatta Road, Granville 2142
info@apbdevelopments.com.au

APB
DEVELOPMENTS



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APB
DEVELOPMENTS

SECTION /04

IMAGERY STYLE

Image Style

Image style is to focus on the details with close-ups detail shots. The goal if possible is to adapt the colour palette through the imagery, shooting items whether it be uniforms, form work, or designs that encompass the branding colour of fiery orange.

The logo should be applied with a large overlay in the white or gravel tone. Using the brands primary colour tone if the imagery is used effectively, will begin to blend in with the contents of the image and dilute the brand mark.



SECTION /05

BRAND APPLICATION











Branding Guideline for
APB Developments

A Sydney based creative agency
that grows businesses through
branding and web development

curbsideculture.com
tyson@curbsideculture.com

