abcoa™
Brand Guideline

Logo Variations

Wordmark and the logo are the main units. Users can choose the best logo to use under different circumstances.

Users should not create their own logo variations.

Logo Artwork

The logo can be used at the smallest of 10mm; or any size in between 10mm–20mm.

Wordmark

abcoa™
Advanced Business Computers
of America

Logo

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1 PMS

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Advanced Business Computers
of America

20% Grey

abcoa™
Advanced Business Computers
of America

CMYK

abcoa™
Advanced Business Computers
of America

Various Sizes:

abcoa™

20mm

abcoa™

10mm

Primary Use

The full color logo should be placed on a white background.

This is the ideal use of the ABCoA logo.

Full Color Logo

abcoa ™
Advanced Business Computers
of America

Secondary Use(s)

In certain instances it may be helpful to place the full color logo on a pale background. Tint should not exceed a 10% of any given color.

10% Grey

abcoa ™
Advanced Business Computers
of America

20% Grey

abcoa ™
Advanced Business Computers
of America

Prohibited Use(s)

The full color logo should never appear against solid color values.

10% Blue

abcoa ™
Advanced Business Computers
of America

Do Not: Use against solid color background

abcoa ™
Advanced Business Computers
of America

abcoa ™
Advanced Business Computers
of America

Primary Use

The monotone logo is the only type of ABCoA logo which can be used in white.

When appearing on a white background, the provided artwork is the only permitted color that should be used.

Monotone Logo

abcoa™
Advanced Business Computers
of America

Secondary Use(s)

It is acceptable to use the monotone logo alone with 20% grey.

10% Grey

abcoa™
Advanced Business Computers
of America

20% Grey

abcoa™
Advanced Business Computers
of America

Prohibited Use(s)

The monotone logo should never appear against any bright colors.

10% Blue

abcoa™
Advanced Business Computers
of America

Do Not: Recolor the logo

abcoa™
Advanced Business Computers
of America

abcoa™
Advanced Business Computers
of America

Do Not: Use against bright color

abcoa™
Advanced Business Computers
of America

Primary Use

The monotone logo is the only type of ABCoA logo which can be used in white.

When appearing on a white background, the provided artwork is the only permitted color that should be used.

Secondary Use(s)

It is acceptable to use the monotone logo alone with 20% grey.

Prohibited Use(s)

The monotone logo should never be recolored to differ from the artwork provided. Bright colors are also prohibited.

Monotone Logo

20% Grey

100% Blue

Do Not: Recolor the logo

Do Not: Use against bright color

Logo Position

Recommended positions for the logo unit and imagine symbol are shown opposite.

On Screen Position

Placing the imagine symbol or logo unit in the center of the screen gives the impression of a getaway or portal to the ABCoA brand.

50px **abc**oa™

50px **abc**oa™

Logo Size

Recommended sizes for common formats are shown opposite.

The minimum logo sizes are based on the reproductive qualities of the logo unit types.

Logo Position

abcoa™

abcoa™
Advanced Business Computers
of America

abcoa™
Deal Pack

abcoa™
Deal Pack Cloud

abcoa™
Deal Pack Light

abcoa™
Deal Pack Service & Parts

abcoa™
Deal Pack Pro

abcoa™
Web Hosting

abcoa™
AMS

abcoa™
Consulting

abcoa™
BHPH

abcoa™
Auto Dealer Digest

abcoa™
GatePay Payment Processing

abcoa™
Online Backup

0.25″

0.5 in
0.25in
abcoa™

0.75″

1 in
0.5in
abcoa™
x
Deal Pack
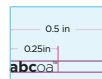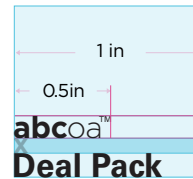
Minimum Size 0.30″

Minimum Size 0.42″

abcoa™

abcoa™
Deal Pack

abcoa™
Deal Pack Light

abcoa™

Exclusive Zone

This is a protective space surrounding the logo unit.

The dimension is derived from the height of the imagine symbol.

This exclusion zone applies in the same way to all artworks and variations of the logo unit.

Full Color Logo Unit
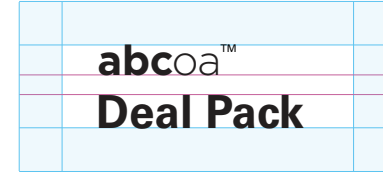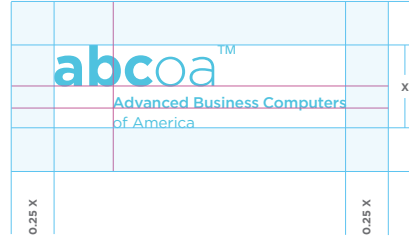
Mid Grey Logo Unit

Mid Grey Logo Unit

Text Relationship

Type size is derived from the baseline of Dealpack to the base of imagine symbol "X."

The font used for tagline should always be Univers 55 Roman.

The same tagline relationship applies to all variations and colors of the logo unit.

Black and White Logo Unit

2 in

1 in

abcoa™

X

Deal Pack

X

Total solutions for the subprime industry

Full Color Logo Unit

abcoa™

Deal Pack

Total solutions for the subprime industry

Mid Grey Logo Unit

abcoa™

Deal Pack

Total solutions for the subprime industry

Font Formats

Use only Gotham Bold for all headlines and Gotham Light for all secondary or body text.

Lowercase

abcdefghijk lmnopqrstuvwxyz

Lowercase

abcdefghijk lmnopqrstuvwxyz

Uppercase

ABCDEFGHIJK LMNOPQRSTUVWXYZ

Uppercase

ABCDEFGHIJK LMNOPQRSTUVWXYZ

Numeral/Punctuation

1234567890().,;:@*

Numeral/Punctuation

1234567890().,;:@*

Gotham Bold

ABC
40pt

ABC
30pt

ABC
20pt

Gotham Light

ABC
40pt

ABC
30pt

ABC
20pt

Type Size

The number of type sizes are recommended in order to give further consistency to the identity. The selection of type size should be based upon the format of the piece being produced.

When appropriate sizes are above this pre-defined range, they may be used on larger formats.

12pt

Gotham Light	12 pt
Gotham Book	12 pt
Gotham Bold	12 pt

8pt

Gotham Light	8 pt
Gotham Book	8 pt
Gotham Bold	8 pt

Gotham Light	7 pt
Gotham Book	7 pt
Gotham Bold	7 pt

30 pt

Gotham Light

Gotham Book

Gotham Bold

14 pt

Gotham Light

Gotham Book

Gotham Bold

50pt

Gotham Light

Gotham Book

Gotham Bold

Typography

Typography must always be ranged left. This provides the eye with a constant character that allows the eye to confidently judge the start of the next line.

Ranged Left

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Do Not: Centered

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Do Not: Justified

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Do Not: Stretched

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Do Not: Condensed

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Do Not: Distorted

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Do Not: Spacing Too Loose

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Do Not: Spacing Too Tight

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Color Palette

Main Colors

The palette for RGB is specified below:

R 230 G 59 B 16	R 30 G 69 B 151
R 13 G 192 B 220	R 255 G 147 B 8
R 26 G 219 B 104	R 11 G 149 B 11
R 11 G 149 B 11	R 11 G 105 B 11
R 150 G 29 B 42	R 142 G 71 B 235
R 22 G 184 B 154	R 255 G 76 B 34
R 246 G 167 B 30	R 188 G 107 B 0

Main Color in CMYK

CMYK and Pantone colors should be used for all print application.

C 67 M 0 Y 83 K 0 Pantone 7480 C

C 76 M 0 Y 100 K 0 Pantone 7481 C

C 99 M 86 Y 3 K 0 Pantone 7687 C

C 0 M 51 Y 100 K 0 Pantone 7564 C

C 0 M 51 Y 100 K 0 Pantone 7564 C

C 85 M 15 Y 100 K 4 Pantone 347 C

C 62 M 75 Y 0 K 0 Pantone 265 C

C 2 M 92 Y 100 K 1 Pantone 173 C

C 69 M 0 Y 12 K 0 Pantone 311 C

C 69 M 0 Y 12 K 0 Pantone 311 C

C 26 M 99 Y 86 K 25 Pantone 7622 C

C 62 M 75 Y 0 K 0 Pantone 265 C

C 100 M 0 Y 54 K 0 Pantone 311 C

C 100 M 0 Y 54 K 0 Pantone 311 C

Color Match In RGB

▲ **Deal Pack**™

▲ **Deal Pack Light**™

▲ **Deal Pack Cloud**™

▲ **Deal Pack Pro**™

▲ **Web Hosting**™

▲ **BHPH**™

▲ **AMS**™

▲ **Consulting**™

▲ **Auto Dealer Digest**™

▲ **Deal Pack Service & Parts**™

▲ **GatePay Payment Processing**™

▲ **Online Backup**™

Color Match In CMYK

▲ abcoa™ **Deal Pack**

▲ abcoa™ **Deal Pack Light**

▲ abcoa™ **Deal Pack Cloud**

▲ abcoa™ **Deal Pack Pro**

▲ abcoa™ **Auto Dealer Digest**

▲ abcoa™ **Web Hosting**

▲ abcoa™ **BHPH**

▲ abcoa™ **AMS**

▲ abcoa™ **Online Backup**

▲ abcoa™ **Deal Pack Service & Parts**

▲ abcoa™ **GatePay Payment Processing**

▲ abcoa™ **Consulting**