



# BRANDING GUIDELINES

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## TYPEFACES

**Body Copy:** Galaxie Polaris Light  
InDesign / Illustrator / Photoshop tracking:  
Optical -20  
Quark tracking: -4  
Leading is 125% relative to size of type.  
ie 12 point type should have 15 point leading.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

If Opentype features are supported, numerals  
must be set in Proportional Oldstyle:  
0123456789

Except postcodes, and when AV08 is written in  
text, which must be set in Proportional Lining:  
0123456789 ie NE8 1HE

**For Emphasis:** Galaxie Polaris Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The entire Galaxie Polaris typeface family  
can be purchased at [http://vllg.com/Village/  
GalaxiePolaris/mudTyper+Weights/](http://vllg.com/Village/GalaxiePolaris/mudTyper+Weights/)

All text should be aligned left and non-justified  
or hyphenated.

Paragraphs should be split with one line space.

**Headlines:** Frankfurter in upper case only  
InDesign / Illustrator / Photoshop tracking:  
Optical -50  
Quark tracking: -10  
Leading is 70% relative to size of type.  
ie 32 point type should have 22.4 point leading.

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789**

Frankfurter can be purchased at [http://www.  
linotype.com/14623/frankfurternormal-font.html](http://www.linotype.com/14623/frankfurternormal-font.html)

# LOGO USAGE

**Red** Y 100%, M 100%, K 20%  
R 196, G 22, B 28  
Spot: PMS 180  
Hex: #C13828

**Black** K 100%  
R 0, G 0, B 0  
Spot: PMS Black  
Hex: #000000

The monochrome logo should be used when working in one printed colour, or spot colours not including the AV08 red. It can also be reversed out of a colour in white.



The coloured logos should be used when on a white or flat coloured background, and colour printing is used.



Minimum usage size is 30mm width, or 200 pixels wide on screen.



The exclusion zone is equal to half the width of AV, all the way round the logo.



The AV branding must never be distorted, stretched, rotated, blurred or visually manipulated in any way.

