Brand Guidelines

aequitas
partners

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01 Brand Introduction

These guidelines describe the visual and verbal elements that represent aequitas corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of the brand. These guidelines reflect aequitas commitment to quality, consitency and style.

The aequitas brand, including the logo, name, colours and identifying elements, are valuable brand assets.

Each of us is responsible for protecting the brands by preventing unauthorized or incorrect use of the aequitas name and logo.

02 The Logo

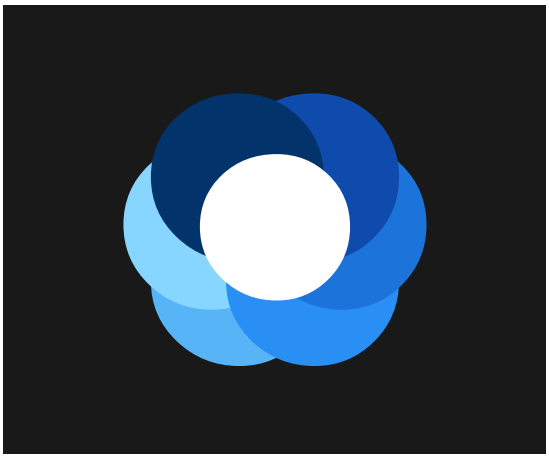
Aequitas Logo is the key building block of the brands identity, the colours and visual elements in the logo are used to identify aequitas.

The logo type has been carefully chosen for its sophisticated and yet refined style which still makes the text legible. The logo symbol has been used in place of the dot above the letter ‘i’.

Logo

Asset

The blue icon in the aequitas logo can be used as a design element as part of the brand but must not replace the logo, except for a favicon or an application icon where the logo text appear too small that it makes the word ‘aequitas’ illegible.



03 Logo Variations

The aequitas logo is made up of two elements a symbol and type. The elements creating the logo have a fixed relationship that should never be changed or altered in any way.

The use of any stylised, hand drawn or other versions of an inofficial logo is not permitted as this undermines the logo and branding. This page includes examples of the aequitas logo usage to use as a guide when working with the logo.

Logo Do’s

Logo Dont’s

04 Colour Palette

The aequitas colour palette is to be used for internal and external visual to representing the brand.

Aequitas offical colours are blue and grey, their colour codes are listed on the side. These colours are used to visually recognise the brand.

Red 3
Green 50
Blue 107

#03326b

Cyan 100
Magenta 88
Yellow 31
Black 20

Red 16
Green 73
Blue 173

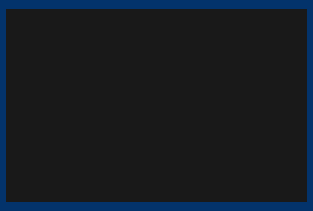
#1049ad

Cyan 96
Magenta 80
Yellow 0
Black 0

Red 29
Green 114
Blue 216

#1d72d8

Cyan 81
Magenta 55
Yellow 0
Black 0



Red 25
Green 25
Blue 25

#191919

Cyan 73
Magenta 67
Yellow 65
Black 79

Red 173
Green 173
Blue 173

#adadad

Cyan 33
Magenta 27
Yellow 27
Black 0

Red 42
Green 144
Blue 244

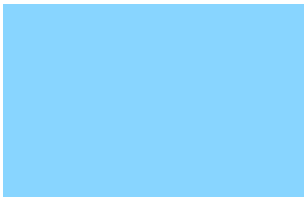
#2a90f4

Cyan 71
Magenta 39
Yellow 0
Black 0

Red 87
Green 182
Blue 247

#57b6f7

Cyan 56
Magenta 15
Yellow 0
Black 0



Red 136
Green 213
Blue 255

#88d5ff

Cyan 40
Magenta 2
Yellow 0
Black 0

05 Brand Typography

Typography plays an important part in communicating an overall personality and quality. The brands typography consists of two fonts, Helvetica Neue and Avenir. Both of these fonts have a wide range of weights available to use. However, the main weights used are Light, Medium and Bold for Helvectica Neue and Light, Medium and Heavy for Avenir. Helvectica Neue is mainly used for headings, titles and sub headings. Whereas, Avenir is mainly used for body text due to the better legibility in a smaller size when their is a lot of text. Below is an example of how the typography has been used within paragraphs.

Helvetica Neue Bold Headline (Font size 10pt)

Avenir Light Body text font size 8pt line height 12pt. Udam sequias que eum moluptisqui audam iur, quo doloresedis verciam undelib usciis asin etur aliciis eos cus nim sit latet qui beat que eum quidusapiet volore, omnieni sciustrunti sim quam cullaccus in natur sequatum.

Primary Font

Helvetica Neue

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?.

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?.

Secondary Font

Avenir

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?.

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?.

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?.

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?.

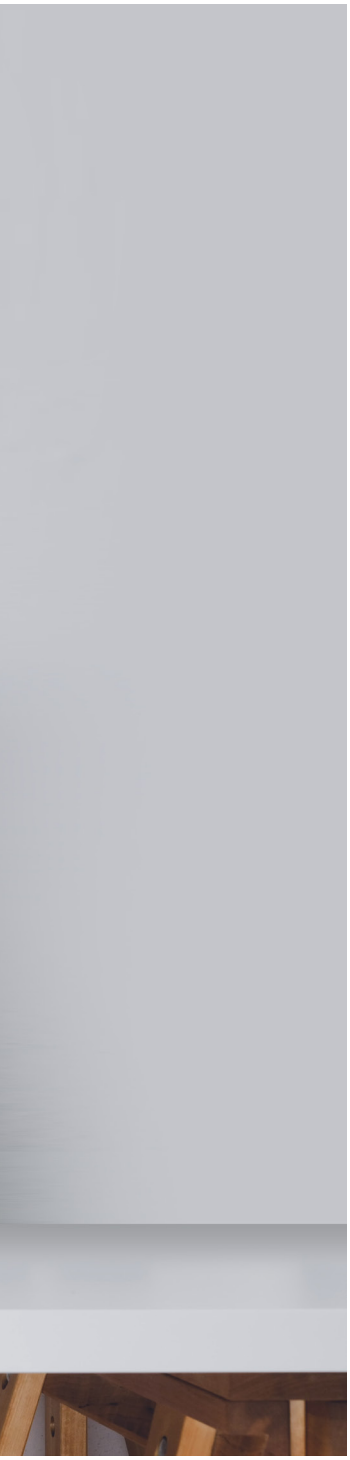
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

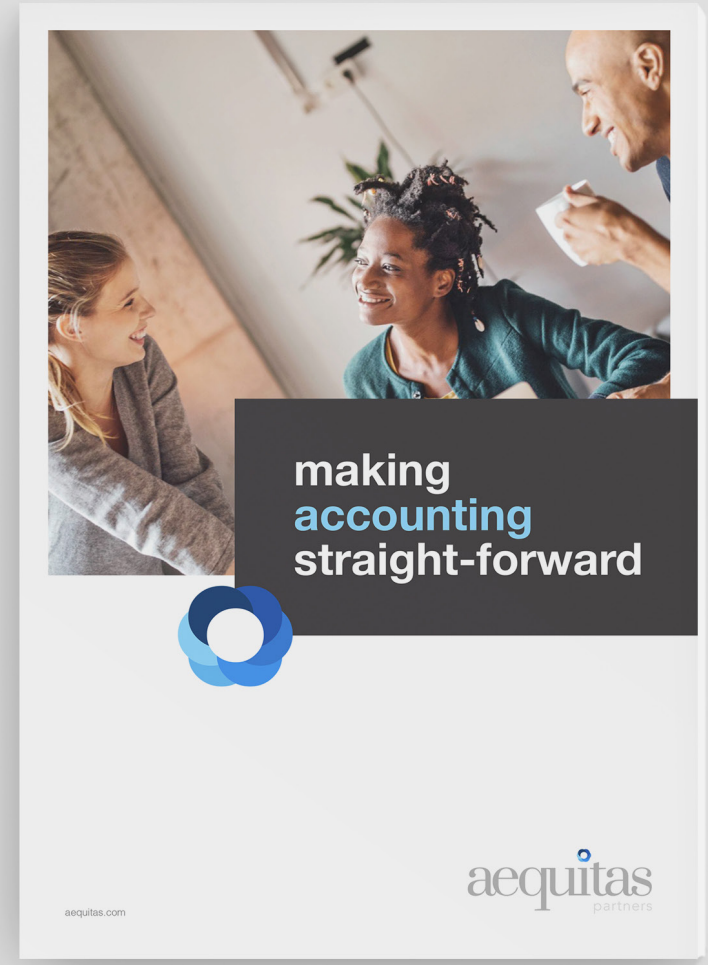
1234567890!@#$<>?.

aequitas
partners
aequitas
partners
Home
About Us
Services
Contact Us
Making accounting straight-forward
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia
How?
See More
WORK HARD DREAM BIG
WORK HARD DREAM BIG



06 The Website

07 Aequitas Signage


making
accounting
straight-forward
aequitas.com
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08 Publication Design

09 Aequitas Stationery

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Aequitas Partners Pty Ltd
L9 / 459 St. Kilda Road
Melbourne VIC 3000
0435 734 306
info@aequitas.com
Date Sent : dd/mm/yy
Out Ref : File Reference
Your Ref : Insert Reference
Dear
Subject of letter
Sed lectus lectus, pretium et ullamcorper eu, mollis sed odio. Nullam sed interdum eros. Donec pulvinar fermentum ex eget dictum. Duis consequat nisl dignissim magna congue facilisis. Phasellus eros sapien, consequat eget odio in, scelerisque venenatis nisi. Vestibulum maximus magna non dui consectetur scelerisque. Sed dignissim purus ac neque cursus, eu dignissim lacus varius. Nunc in feugiat urna, aliquet euismod justo. Donec ultrices fermentum ipsum, eget tempor lacus gravida in.
Nulla facilisi. Vivamus non efficitur mauris, sagittis tempor lorem. Quisque in rutrum elit. Nulla mollis vestibulum efficitur. In hac habitasse platea dictumst. Pellentesque sed enim lobortis, dictum nisi quis, lacinia lacus. Morbi dui leo, dapibus sit amet tellus id, lobortis vulputate libero.
Quisque facilisis tortor eget dignissim dapibus. Mauris tincidunt sapien orci, nec faucibus turpis rhoncus in. Aliquam sed leo id metus consequat tincidunt. Quisque tristique mauris nec ante placerat consectetur. Nunc placerat efficitur orci. Vivamus ut gravida odio. Maecenas vulputate dolor non tortor vestibulum egestas. Aenean interdum nisi nulla. Ut non convallis neque. Curabitur tempor bibendum laoreet. In convallis ante et enim tristique viverra. Quisque quis dolor gravida ipsum mattis eleifend.
Your Sincerely
Albert Samuels
Creative Director
aequitas.com
Making accounting straight-forward
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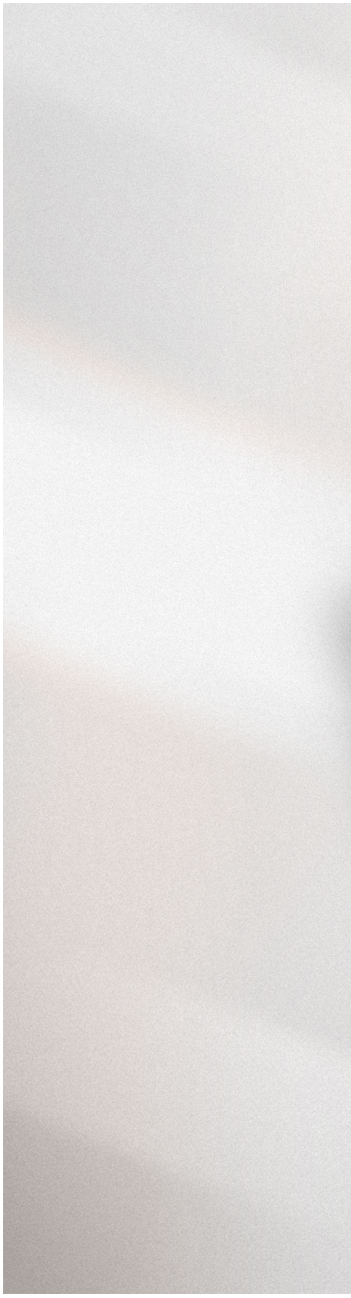
partners

10 Gold Foil



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