

Standard Logo Usage Guidelines

These guidelines govern the use of Auditopia's standard logos by affiliates, partners, and any third parties. While Auditopia may modify these logos for promotional or thematic purposes, all external users must adhere strictly to the specifications outlined in this document. Consistent usage ensures a professional, trustworthy brand presence across all touchpoints.



PRIMARY LOGO — WHITE BACKGROUNDS

Use on white or very light backgrounds. The transparent PNG preserves crispness — never place on coloured fills.



REVERSED LOGO — DARK BACKGROUNDS

Use on black, dark charcoal, or dark photographic backgrounds. Never place the white logo on light surfaces.

BRAND COLOURS



#B70006
Auditopia Red
Primary accent (gradient)



#2B2B2B
Charcoal
Primary text / bg



#FFFFFF
White
Reversed text / bg

TYPOGRAPHY

Primary Typeface:	Customized Helvetica / Arial (system sans-serif)
Headings:	Bold, Charcoal (#2B2B2B), tracked slightly wide
Body Copy:	Regular, Charcoal (#2B2B2B), 9–11 pt, 1.4× leading
Accent / Labels:	Bold, Auditopia Red (#B70006), ALL CAPS, small size

LOGO USAGE — DO'S & DON'TS

DO

- ✓ Maintain clear space equal to the height of the 'A' on all sides
- ✓ Use the dark logo on white or light backgrounds
- ✓ Use the white logo on dark or photographic backgrounds
- ✓ Scale the logo proportionally — never stretch or squish
- ✓ Minimum size: 120 px wide (digital) / 1.25 in (print)

DON'T

- ✗ Do not recolour the logo in unapproved colours
- ✗ Do not add drop shadows, outlines, or effects
- ✗ Do not place the dark logo on busy dark backgrounds
- ✗ Do not separate the checkmark icon from the wordmark
- ✗ Do not rotate or skew the logo