



BRAND GUIDELINES

2022

aptoslabs.com



THE APTOS LOGO

The Aptos logo is our strongest visual asset. It is our users first interaction with the Aptos brand and creates the foundation for a strong and consistent visual language across all media.

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PRIMARY LOGO

The primary Aptos logo should only be used in white when placed on a dark background and black when placed on a light background.

When the Primary logo is used on colors other than black or white, ensure that there is enough contrast between the logo and background to provide optimal legibility.

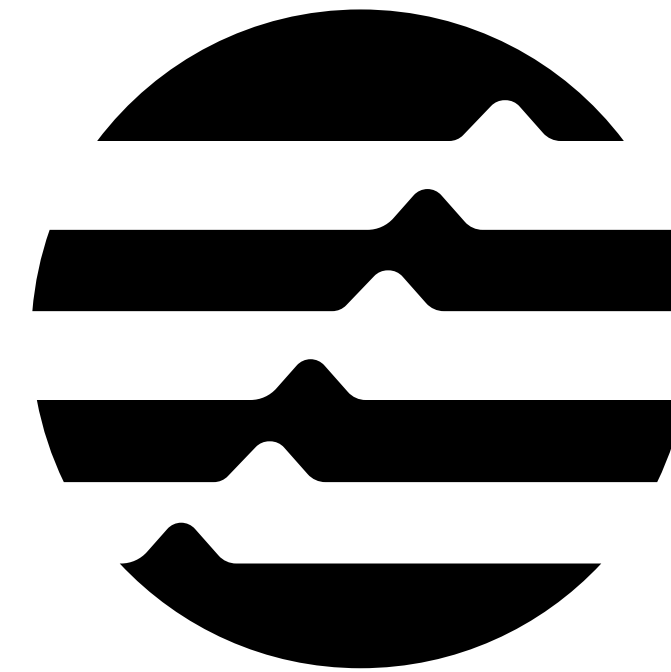
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THE MARK ISOLATED

The mark can be used as a standalone design element to help reinforce the Aptos brand voice.

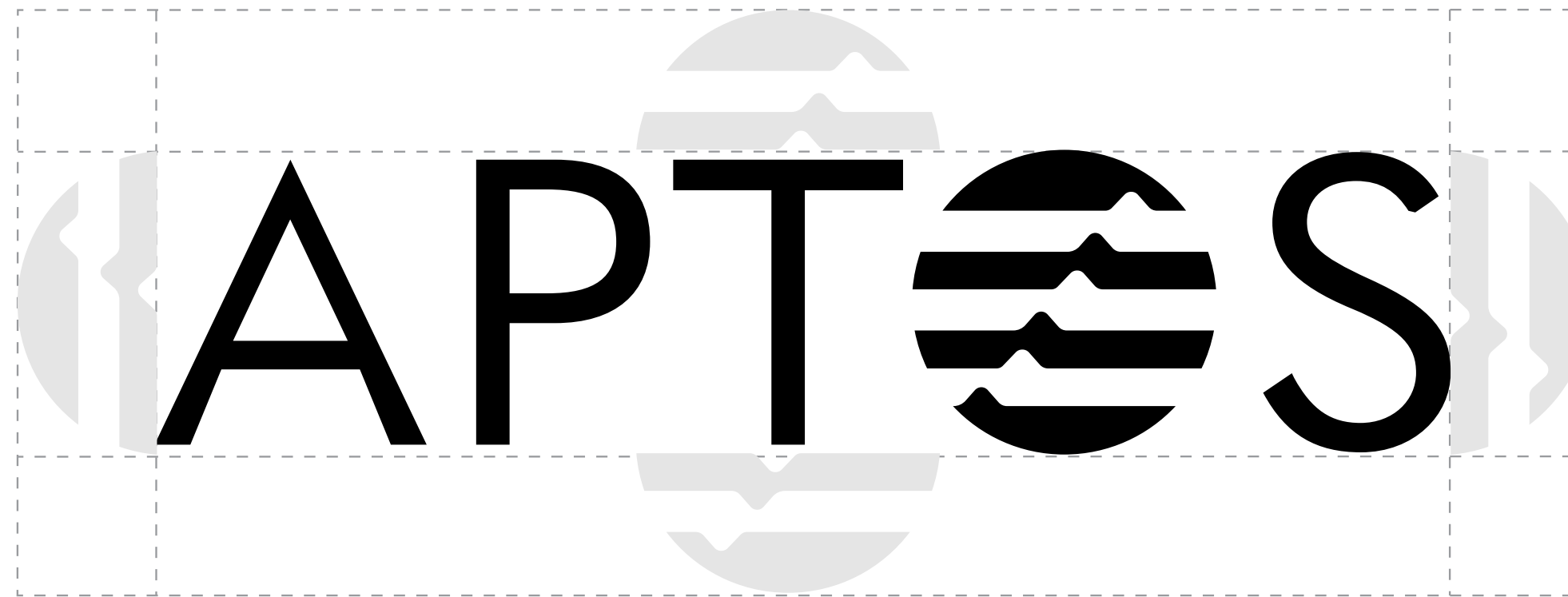


CLEAR SPACING

Clear spacing parameters help retain the integrity and impact of the Aptos logo and ensures proper proximity as it relates to other visual elements. Clear space should not be occupied by other elements, such as text, images, or other marks.

Clear space is equal to the height of the top half of the Aptos mark.

This rule applies to all versions and orientations of the Aptos logo.



LOGO REDUCTION


In order to maintain the legibility of the Aptos logo, the maximum allowed reduction is 75px wide when proportionally scaled down.

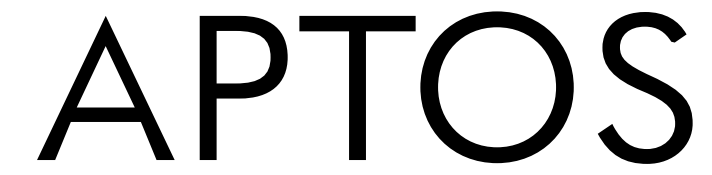



LOGO MISUSE

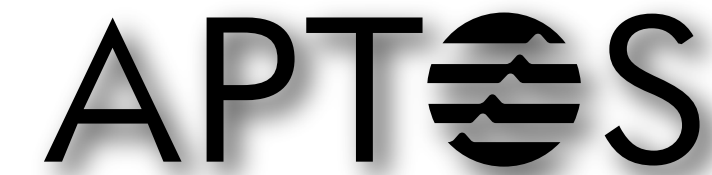
Maintaining the integrity of the Aptos logo is critical in the visual brand. Creating logo versions that are outside of the approved logo library should be avoided at all times. This also includes use of the mark.




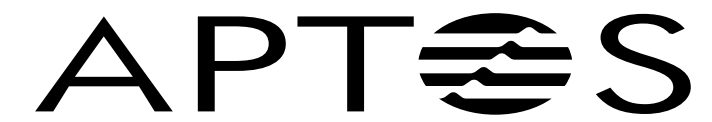
 **DO NOT** apply unapproved color to the logo outside of the color defined in the brand guidelines




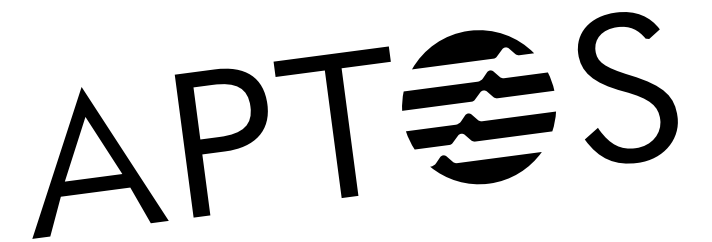
 **DO NOT** use the primary logo without the mark included within the wordmark



 **DO NOT** apply drop shadows or any effects on the logo



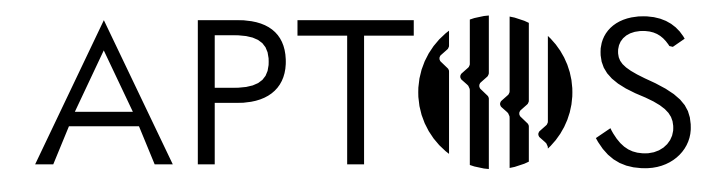
 **DO NOT** skew or distort the proportions of the logo




 **DO NOT** flip or tilt the logo in any way




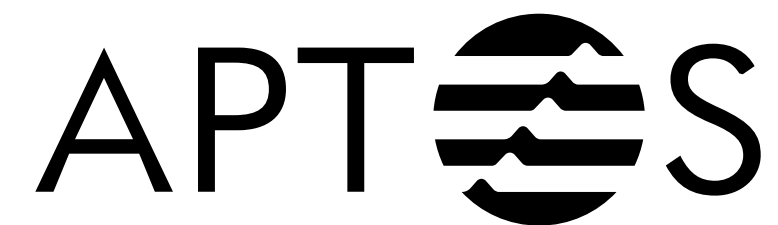
 **DO NOT** apply strokes or outlines to the logo

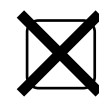


 **DO NOT** alter or reconfigure any elements within the logo



 **DO NOT** place the logo on a background that doesn't provide legible contrast



 **DO NOT** change the size or proportions of the mark within the logo



ACCEPTABLE LOGO USE

The primary Aptos logo must always be used in either black or white. The logo can be used over imagery or video, but when doing so, make sure there is enough contrast so that the logo remains legible.

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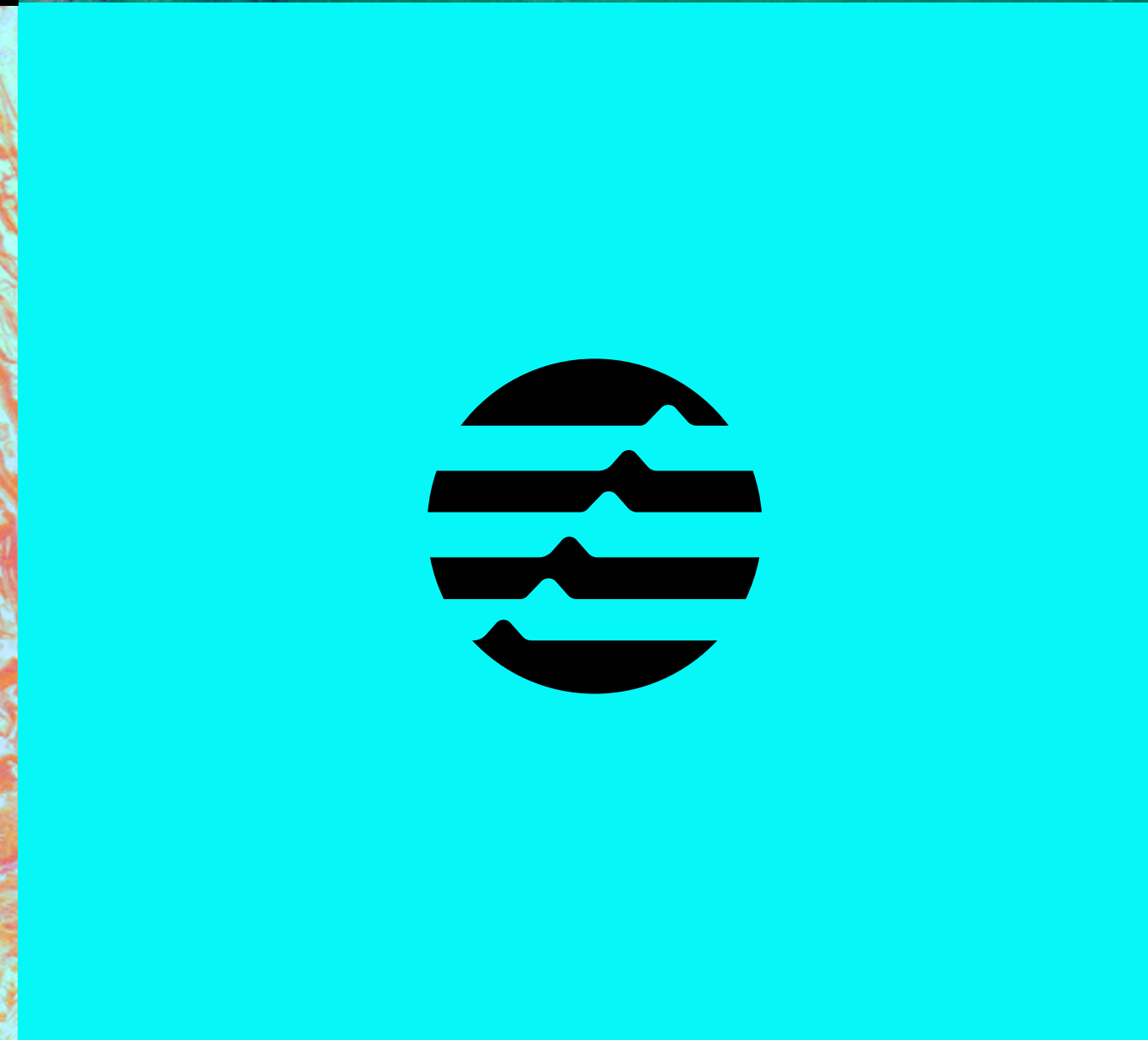
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ACCEPTABLE MARK USE

When using the isolated mark, follow the same parameters as the primary logo. Additionally, the isolated mark can be used with a minimum 2px white stroke when being placed over an approved image or texture with sufficient contrast for legibility.



PRIMARY COLORS

SECONDARY COLORS

COLOR PALETTE

The primary Aptos brand colors are black, Aptos green, and white. These colors should be prioritized in visual communications.

Secondary colors are provided as alternatives when additional color options are necessary. Examples: charts, graphs, flow charts and presentation decks.

COLOR CONTRAST

To ensure optimal contrast, Aptos blue text should only be used with dark backgrounds and textures. Never use Aptos blue text over light backgrounds or textures. Instead use the Aptos blue-light from the secondary color options (#3EA2A8) to ensure legibility.

Always ensure that there is sufficient contrast for readability and communication when choosing color pairings.

APTOS BLACK
#121919

R: 18 C: 77
G: 25 M: 66
B: 25 Y: 66
 K: 79

APTOS BLUE
#06F7F7

R: 6 C: 54
G: 247 M: 0
B: 247 Y: 15
 K: 0

WHITE
#000000

R: 255 C: 00
G: 255 M: 0
B: 255 Y: 0
 K: 0

APTOS BLUE-LIGHT
#3EA2A8

R: 62 C: 73
G: 162 M: 18
B: 168 Y: 35
 K: 0

APTOS BLUE-MEDIUM
#02858D

R: 2 C: 85
G: 133 M: 30
B: 141 Y: 42
 K: 4

APTOS BLUE-DARK
#08555C

R: 8 C: 91
G: 85 M: 50
B: 92 Y: 53
 K: 30

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