



# **aql**<sup>®</sup> Logo Guidelines

2025

# Logo Usage

## Our brand name

Reproduction of the aql brand name must always be in lower case, and where possible be accompanied by the ® registered trademark symbol.

## The main logotype

The logo must also never be skewed, or distorted in any way. No other elements should be used in relation to it.



# Logo Usage

## Which version of the logo can i use?

### There are two main versions you can use:

White logo on a blue/navy background  
Navy/blue logo on a white background

In rare cases where colour isn't an option the logo is to be displayed in either black on white or the reversing colour.

### Use on background photos:

The logo can also be used on a background image, the logo must be placed in such a position on the image that the logo does not become obscured or lost.



aql blue on white



aql navy on white



aql white on blue



aql white on navy



aql white on black  
(monochrome)



aql black on white  
(monochrome)

# Logo Usage

## How not to use it

Here are some examples of how NOT to use the aql logotype.



No distortion, twisting or skewing.



No outlining, drop shadows or effects of any kind



No use of unapproved colours (see colour usage)



No crowding the space around the logo



Where possible do not use solid backgrounds, use PNG/SVG.

# Logo Application



Images used for display purposes.