

AASL

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LIBRARIANS

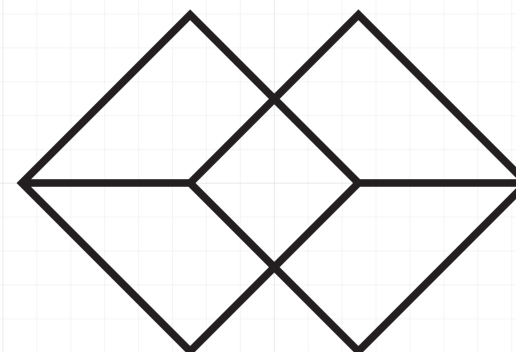
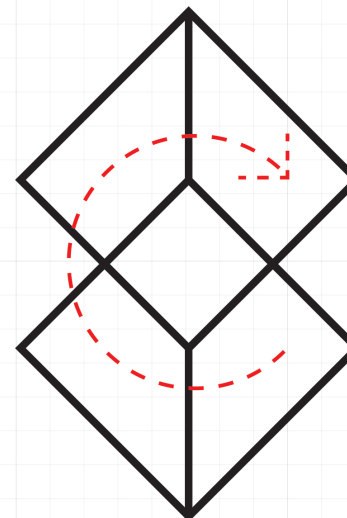
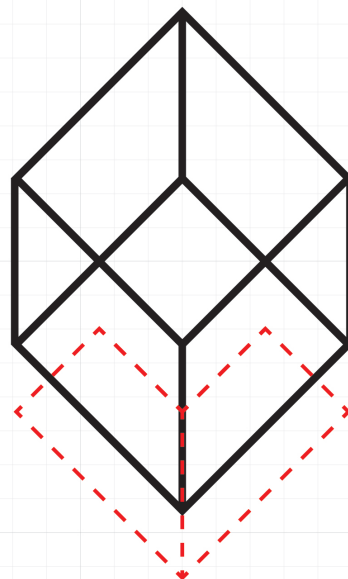
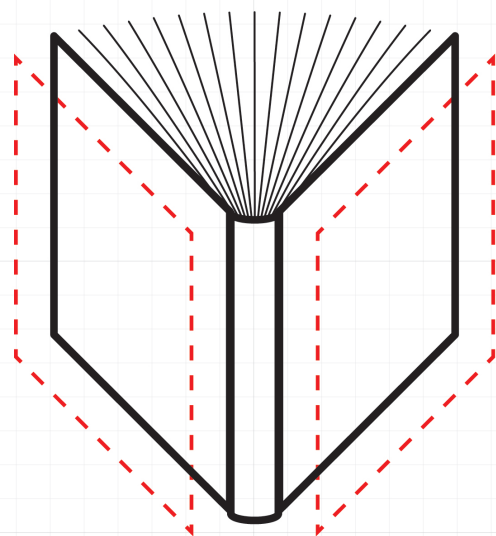
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LOGO MANUAL

INSPIRATION

The new mark for AASL comes from the simple intuition of translating the front and back panels of an open book into sides of a cube, plain representation of space. Within this shape, the outline of the top view of two facing books was found and isolated, symbolically representing the association.

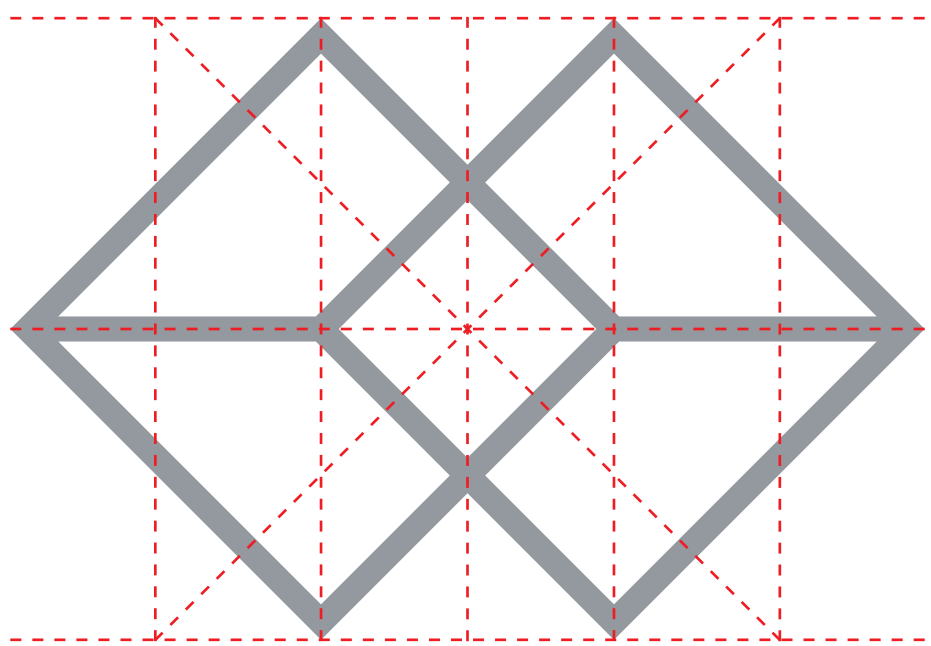
The custom stencil font for the logotype embodies the minimalist beauty of architectural plans and functional design.



MARK

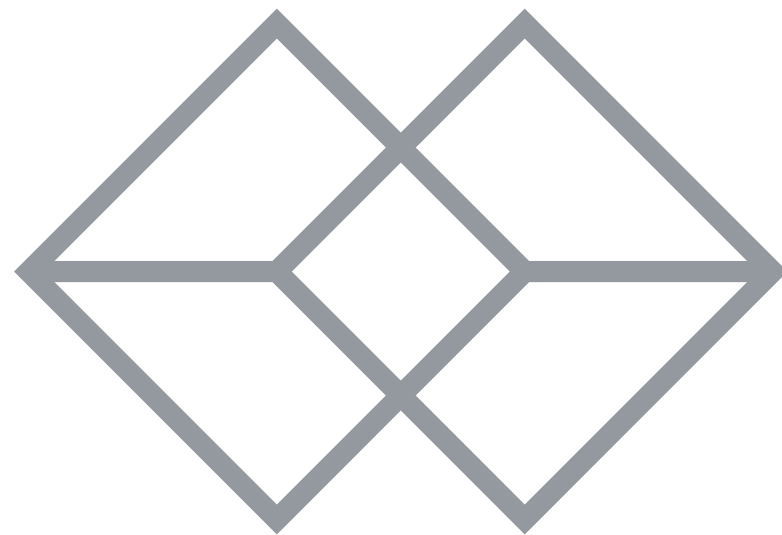
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LOGOTYPE



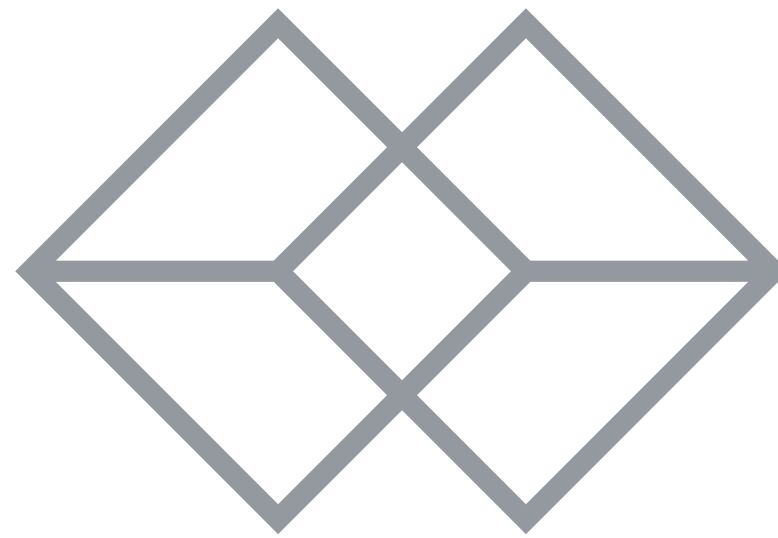






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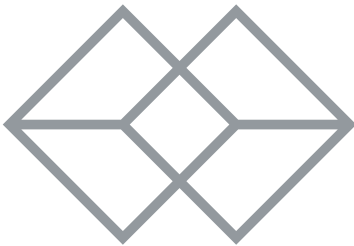


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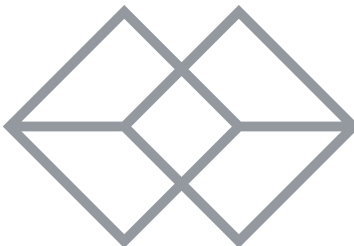
LOGO SYSTEM

HORIZONTAL LOGO SYSTEM



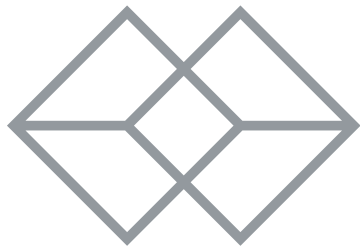
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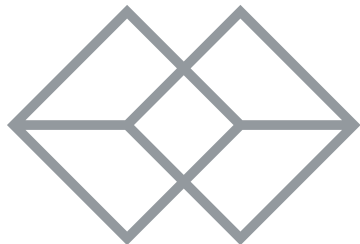


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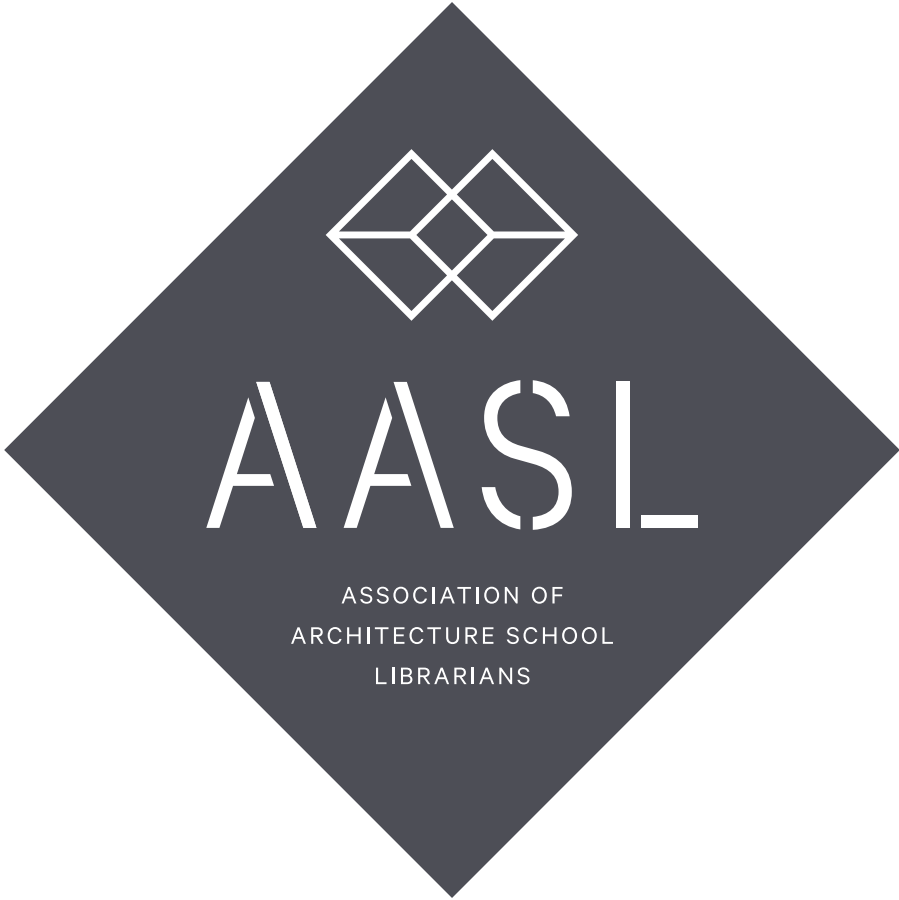


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LOGO BOX

PANTONE Black 6 U
PANTONE 429 U (25%)

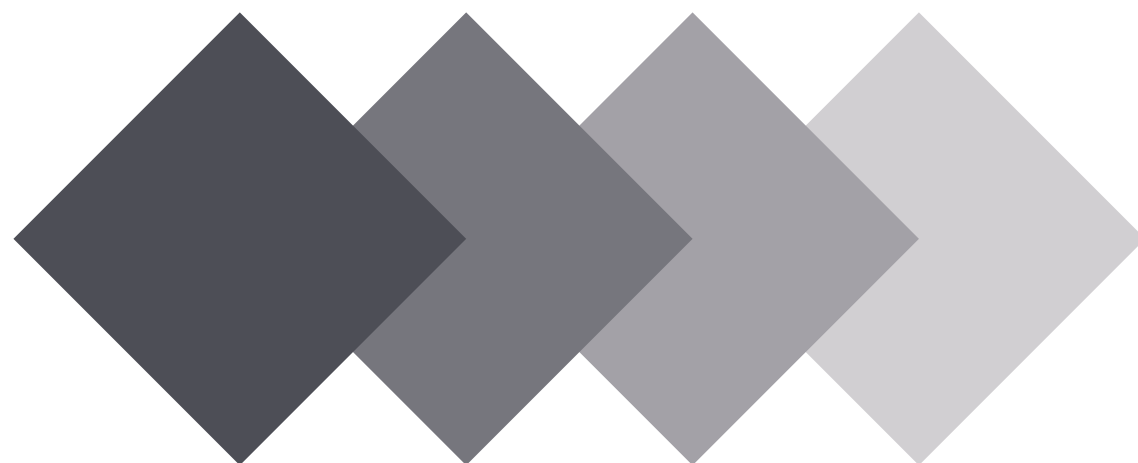


COLOR

—

FONT

100% 75% 50% 25%



PANTONE Black 6 U

—

CMYK

68 / 61 / 50 / 32

—

RGB

77 / 78 / 86

—

#4D4E56

100% 75% 50% 25%



PANTONE 429 U

—

CMYK

46 / 34 / 32 / 01

—

RGB

145 / 153 / 159

—

#91999F

CALIBRE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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PATTERN

