



THE ASSOCIATION
FOR **GEOGRAPHIC**
INFORMATION

VERSION 1
February 2014

Brand Identity Guidelines

www.agi.org.uk

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The Mission of the Association for Geographic Information (AGI) is to maximise the use of geographic information (GI) for the benefit of the citizen, good governance and commerce.

The AGI exists to represent the interests of the UK's GI industry; a wide-ranging group of public and private sector organisations, suppliers of GI software, hardware, data and services, consultants, academics and interested individuals.

The AGI, by way of its unique membership forum, brings together this previously disparate GI community to share ideas on best practice, experience and innovation, and offers access to unparalleled networking opportunities with significant business benefits. As such it acts on behalf of the community as whole.

Since its formal inception in 1989, it has built up a significant membership base and established itself as the respected voice in GI and is THE membership body for everyone with an interest or involvement with GI. The AGI celebrates its 25 year anniversary in 2014.



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1.2 Our Brandmark

The AGI brandmark is the keystone of the way we present ourselves visually and must look the same wherever it appears.

The brandmark has been designed to work across a wide range of mediums - at various sizes - in print & on screen.

This guide explains the visual components that are used to represent AGI and how to use them effectively.

The standard AGI brandmark is made up of the following components. The 'intersecting circles' symbol with the letters 'agi' underneath – and the words (The Association for Geographic Information) set in a specific typeface.



The full-colour version of the AGI brandmark is the primary version of the identity system.

It is strongly recommended that this version be used in branded applications whenever possible.

NOTE:

As one of our most important assets, the brandmark must always appear as shown on this page or in one of the colour variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.

Full Colour Brandmark



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Full Colour Brandmark • Reversed Version



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When reproduction or cost constraints prevent the use of the primary full-colour AGI brandmark, use one of the alternative three-spot colour versions.

Three-spot colour blue brandmark



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Three-spot colour blue brandmark • Reversed Version



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NOTE:

These brandmarks should never appear on a website, four-colour brochure or any other application where a full-colour brandmark is useable.

When reproduction or cost constraints prevent the use of the primary full-colour AGI brandmark, use one of the alternative one-colour spot versions.

One-colour black brandmark



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One-colour blue brandmark



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One-colour black brandmark • Reversed Version



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One-colour blue brandmark • Reversed Version



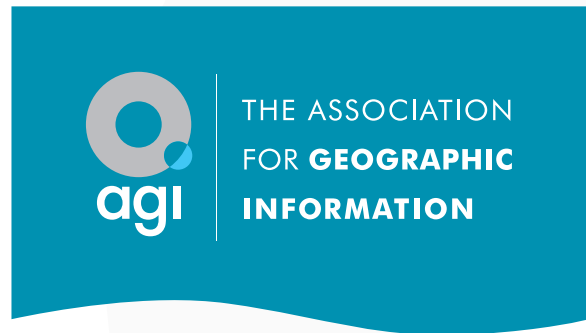
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NOTE:

These brandmarks should never appear on a website, four-colour brochure or any other application where a full-colour brandmark is useable.

Background colours and graphics can easily overpower or compete with brandmarks. Always try to maintain separation between the AGI brandmark and the backgrounds where it will appear.

Examples of the brandmark on various backgrounds



To retain the quality of the AGI brandmark, it is recommended that you do not reduce its width to less than 23 mm for print, 23 mm for good quality newsprint and 130 pixels for on-screen applications.

Other reproduction methods may require the minimum size to be greater than the sizes identified here

NOTE:

When reproducing the logotype in poor quality newsprint, it is recommended that the one-colour brandmark be used at the minimum size indicated above or if possible greater than the size identified here.

Screen

130 pixels wide



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Print

23 mm wide



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Newsprint

23 mm wide



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The consistent and correct application of the AGI brandmark is essential.

Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the AGI brandmark.

NOTE:

Never attempt to redraw or rescale the elements of the brandmark or add other graphic elements to its presentation.

X Never substitute type in the brandmark*



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X Never alter the colours of the primary brandmark



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X Never put other words in the primary brandmark*



A GEOGRAPHIC
INFORMATION
SYSTEM

X Never alter the shape of the brandmark



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It is important that the appearance of the AGI brandmark remain consistent across all visual communications, various media types and materials. The correct use of these colours will add impact to its message.

NOTE:

The colours shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standards. For accurate PANTONE Colour Standards, refer to the current edition.



Figure (A) illustrates the full intersecting circles symbol. This symbol can be extracted from the main Brandmark – to further enhance the visual identity across all AGI media.

The examples below indicate how it can be used as a graphic element on covers.



[A] Symbol



Two examples of how the symbol can be used are indicated above:

Among the most important elements of the brand is the corporate typeface. The primary typeface is Futura a distinctive typeface available in various weights.

Manipulating the typeface is prohibited. Effects such as stretching or condensing must never be used.

General Use Font

Arial is the standard font used for letter writing and other internal stationery such as letters, memos and faxes. It is also the font for electronic applications such as the internet and internally

Primary font

Futura typeface

Designed by: Paul Renner
Design owned by: Bauer Types S.A.
Can be purchased from: <http://www.myfonts.com>

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!£\$&'"'?

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!£\$&'"'?

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!£\$&'"'?

General use font

e.g. word documents

Arial

Designers: Robin Nicholas, Patricia Saunders
Design owned by: Microsoft
Can be purchased from: <http://www.myfonts.com>

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!£\$&'"'?

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!£\$&'"'?

The brandmark must be positioned on its own in order to stand apart from other images and text.

It must be surrounded by a minimum clear zone (Y) as shown. This is equivalent to (X) the height of the letter (i) in agi.

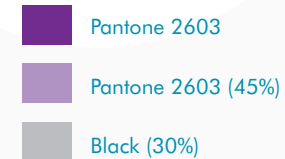
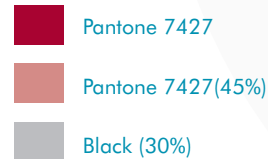
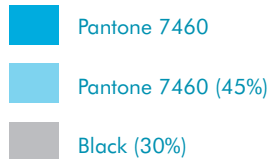
The clear zone helps protect the brandmark and ensures it is always displayed to maximum effect.

Recommended clear zone from AGI brandmark



Sub brands

A series of namestyles for AGI sub-brands have been designed to support and complement the AGI corporate identity. These sub-brands have their own specific colours - indicated below (please refer to the current edition of the Pantone colour standards swatch books for accurate colour breakdowns).



Anniversary Logo

The AGI celebrates its 25 year anniversary in 2014 and an adapted version of the primary brand has been created specifically for this use.

Anniversary Logo



Geo: the big five

A standalone identity for “Geo: the Big Five” – a nationally significant event series has been created in a sympathetic style to the main AGI identity. An example of this applied to an advert is indicated below.

5 | **Geo**
THE BIG FIVE
agi

Tackling the big issues facing GeoSpatial in 2014

To mark its 25th anniversary year the AGI will be tackling the **5 big issues** of the moment in GeoSpatial across a programme of 6 national events:

1	Future Cities	Glasgow City Chambers, Glasgow 18th March, Hosted by AGI Scotland
2	Open Geospatial	Wellington Park Hotel, Belfast 13 May, Hosted by AGI Northern Ireland
3	BIM & Asset Management	Armada Conference Centre, Bristol 5th June
4	Big Data	London, September details to follow
5	Policy	SWALEC Stadium, Cardiff 9 October, Hosted by AGI Cymru

GeoCommunity: The Changing Face of Geo • November, details to follow

Geo: the Big Five





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Versions of the AGI landmark
are available by contacting the AGI on
T. 020 7591 3190 or email: info@agi.org.uk

Contact Us

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