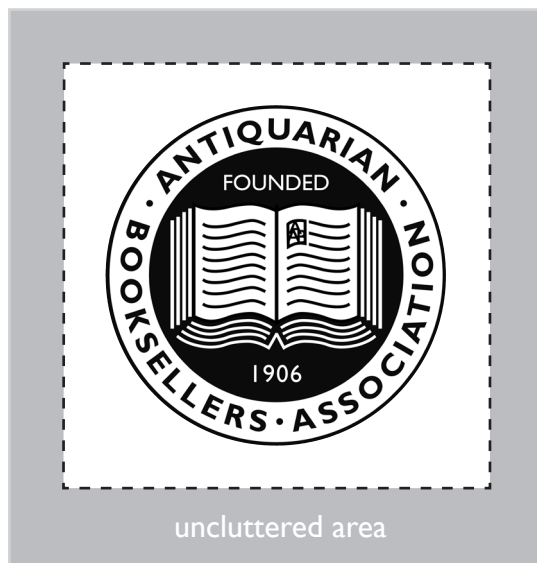# Antiquarian Booksellers' Association Style Guide

The Antiquarian Booksellers' Association (ABA) identity consists of a logo, a colour palette, and standard designs for published and online material.

The ABA logo should be used by ABA members, partner organisations and bodies supported or sponsored by the ABA, and may be used by other organisations with a legitimate need to link to the ABA web site: **http://www.aba.org.uk/**
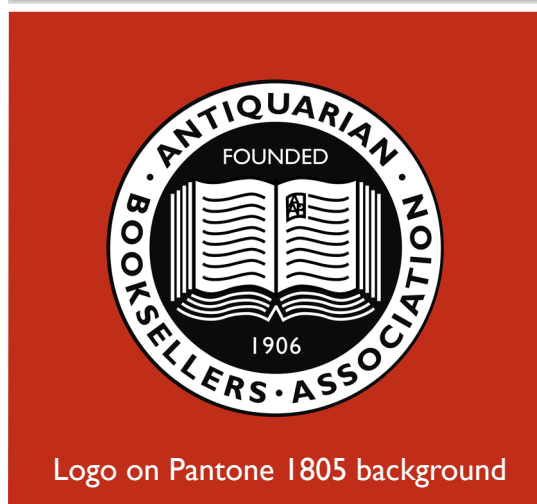
- The logo can be used in isolation and together with the descriptor 'Antiquarian Booksellers' Association'.
- The logo can also be used alongside the International League of Antiquarian Booksellers (ILAB) logo using the 'flag' device (see below).
- The logo must be used unamended - it must not be edited, separated, distorted, re-sized or re-coloured in any way.
- The logo must always appear in black.
- The logo should not be placed in a box or frame but should stand alone on white or against a solid background colour (black or Pantone 1805).
- The logo must be displayed with a minimum area of clear space around the logo - this must be not less than the area illustrated by the dotted box below.
- The area around the logo illustrated by the grey box below should be left uncluttered.
- Associated text should use the Gill Sans font family.

Using the logo on printed material

If you wish to use the ABA logo on any **printed** material - publications, promotional material etc. - you MUST NOT use the web site versions of the logo. You should contact us via **admin@aba.org.uk** and we will provide suitable versions of the logo.

uncluttered area

uncluttered area

25mm dia
MINIMUM
SIZE

Antiquarian Booksellers' Association
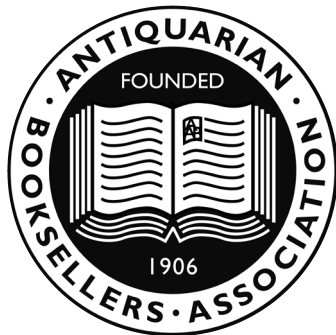

Logo on Pantone 1805 background

Antiquarian Booksellers' Association Style Guide

The Antiquarian Booksellers' Association (ABA) identity consists of a logo, a colour palette, and standard designs for published and online material.

The ABA logo should be used by ABA's members, partner organisations and bodies supported or sponsored by the ABA, and may be used by other organisations with a legitimate need to link to the ABA web site **http://www.aba.org.uk/**

Using the logo on web sites.

* The logo must be used unamended - it must not be edited, separated, distorted, re-sized or re-coloured in any way.

* The logo must always appear in black.

* The logo should not be placed in a box or frame but should stand alone on white or against a solid background colour (black, or R204G51B0, #CC3300).

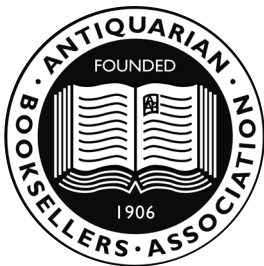* Associated text should use the Gill Sans font family defaulting to Arial if Gill Sans is unavailable.

The ABA logo is available for use on web sites.
aba_logo_2011_web.jpg
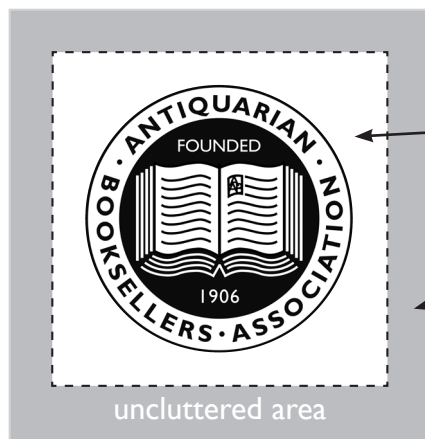142x138 pixels in size.

This version of the logo should be used wherever possible.

Only if space constraints do not allow for the use of the full size logo, then this smaller version, the file maybe used.
aba_logo_2011_web_sm.jpg
114x110 pixels

uncluttered area

* The logo must be displayed with a minimum area of clear space around the logo - this must be not less than the area illustrated by the dotted box

* The area around the logo illustrated by the grey box should be left uncluttered.