# AWeber Brand Usage Guidelines

## Proper Spelling

"A" and "W" are always capitalized. Always.

**AWesome** – AWeber

**Not AWesome** – Aweber.  aweber. AWEBER. AW.  aWeber. aWEBER.

## AWeber Blue

**PMS:** 300C
**CMYK:** 100 44 0 0
**RGB:** 0 121 193
**HEX:** 0079C1

## Proper Logo Usage



There should always be a buffer zone surrounding the AWeber logo, with no type nor graphics appearing in the zone. The buffer zone is the space that is the width of the lowercase "e" in the "AWeber" of the logotype. It extends above, below, to the left and to the right of the wordmark.

If you need to re-size the logo, always constrain proportions by locking the aspect ratio, so the height and width are scaled together.

Correct color and style alternates can be seen below.

| AWeber Blue | Black | White |
|---|---|---|
|  |  |  |
|  |  |  |
|  |  |  |

## Improper Logo Usage

Listed below are incorrect applications of the AWeber logo each distortion dilutes the power of the graphic identity.
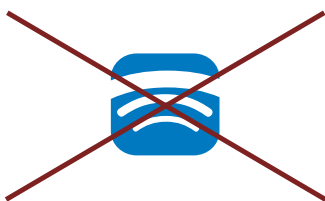
However, please note that not every acceptable or unacceptable use of the logo can be addressed here.
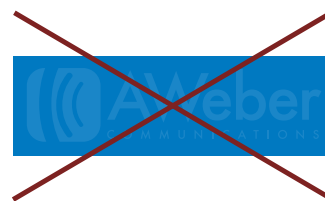

Don't place the logo at an angle


Don't use heavy drop shadows


Don't make the widget waves point up


Don't make a color that is unreadable


Don't use old versions of the logo


Don't alter the proportions of the logo