**Name**

The ‘A’ and the ‘W’ are always capitalized. **Always.**

**Good:** AWeber

**Not so good:** Aweber, aweber, AWEBER, AW, aWEBER, A Weber, A. Weber

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**Logo**

Primary color: AWeber

Primary white: AWeber

**Flat**

Blue: AWeber

Gray: AWeber

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**Clear space**

Adequate clear space should be maintained on all sides of the AWeber brand equal to the height of the lowercase letter ‘e’.
Please don’t

Rotate
Rerolor
Add shadows

Use on similar colors
Use the old logo
Alter proportions

Typefaces

Headline: Poppins Extra Bold
Subhead/Paragraph: Heebo Regular

Colors