

ASB Impact

Final Brand Identity — Variation 3

This handover is built from the nine approved Adobe Illustrator master files supplied by the designer. The original AI files are preserved unchanged; SVG, EPS, PDF and PNG files are derivative exports for practical use.

Approved logo system

01	Primary Logo	Preferred horizontal signature for most brand applications.
02	Secondary Logo	Alternative/stacked configuration where horizontal space is limited.
03	Brandmark	Living Tree symbol for avatars, icons, merchandise and compact applications.
04–06	Inverted Colour	Approved inverted artwork for dark/background-led applications.
07–09	Black & White	Single-colour artwork for restricted-production and monochrome use.

Which file should I use?

SVG	Websites and scalable digital use	Vector; ideal for modern digital workflows.
PNG	PowerPoint, Word and social media	512, 1024 and 2048 px sets supplied.
PDF — RGB	General vector sharing	Vector artwork in an RGB-oriented export.
PDF — CMYK	Commercial print suppliers	Process-CMYK conversion. Request a physical proof for colour-critical production.
EPS	Signage, embroidery and merchandise	Production vector suitable for many supplier workflows.
AI	Master editing and archive	Original supplied Illustrator artwork; preserve as the source master.

Approved Variation 3 colour palette

Digital values below are taken from the approved supplied artwork. CMYK values are process approximations; physical output varies by stock, ink, printer and colour profile.

Colour	HEX	RGB	Approx. CMYK
Grounded Taupe	#9B907C	155, 144, 124	0, 7, 20, 39
Botanical Green	#3F6E5E	63, 110, 94	43, 0, 15, 57
Soft Ring Green	#8BAF8E	139, 175, 142	21, 0, 19, 31

Typography & artwork integrity

The approved wordmark reads **ASB Impact** for effortless legibility. In the supplied vector derivatives, the visible wordmark is vector outlines rather than live editable text, so suppliers do not need the original display font installed. Do not retype, stretch, condense, recolour individual elements or recreate the wordmark.

Production guidance

Conference and merchandise: start with **09 Conference Ready**. For embroidery, vinyl, signage or screen printing, provide an EPS/SVG or CMYK PDF. For colour-critical merchandise, approve a physical proof before the full run.

Inverted artwork: the supplied inverted versions are deliberate approved compositions, not a generic white-logo substitute. Use them as supplied.

Black & white: use the supplied monochrome artwork where production is limited to one colour or where the full palette is inappropriate.

Package structure

- 00 START HERE** — guide and README
- 01 AI Masters** — untouched source files
- 02 SVG Vector** — scalable digital vectors
- 03 PDF Print - RGB** — RGB vector PDFs
- 04 PDF Print - CMYK** — process-CMYK print PDFs
- 05 EPS Vector** — production vectors
- 06–08 PNG Digital** — 512, 1024 and 2048 px exports
- 09 Conference Ready** — concise supplier-ready selection