

LOGO BRIEF

APEX ORDER PICKUP SOLUTIONS

Primary Logo

The Primary Logo should always be used when it is the sole expression of the brand on any deliverable or communication vehicle. The Primary Logo is designed for most print and digital uses with a minimum width of 2.5 inches/180 pixels and should only appear once within a multi-page printed or digital document.



Clear Space

The clear space is the safe area around the logo which is based on the x-height of the Apex wordmark. Maintaining a safe area around the logo ensures it will remain consistently legible, protects its visual integrity, and maintains its significance for the viewer. This clear space is the minimum protected area surrounding the logo.

Small Logo

The small version of the Primary Logo should only be used when the maximum allowable width is less than 2.5 inches/180 pixels and the minimum allowable width is 1.25 inches/90 pixels.



X-Small Logo

Use the X-Small Logo when the maximum allowable width is less than 1.25 inches/90 pixels and the minimum allowable width is .625 inches/45 pixels. This logo may be used along with our primary or small logos to reinforce our brand identity.



Icon

The Icon is designed for use with a minimum width of 0.25 inches/20 pixels. It may be used to compliment our logo and to reinforce our brand identity. If space is limited to use of only our icon, our full company name should be visible.



Logo Variations

Color



Reverse



White



Primary Brand Colors



Apex Teal

PMS: 3125 C
CMYK: c95 M2 Y22 K00
RGB: R00 G171 B200
HEX: #00ABC8



Apex Orange

PMS: 144 C
CMYK: c03 M54 Y100 K00
RGB: R239 G139 B33
HEX: #EF8b21



Apex Dark Gray

PMS: Cool Gray 11 C
CMYK: c65 M57 Y51 K29
RGB: R84 G86 B90
HEX: #54565A