



ACCURO

Logo

Our logos are central to our brand's visual language. They represent the precision, performance and clarity of focus that Accuro facilitates. Instead of a single static mark, the component parts of our logos are meant to be fluid, flexible, and adaptable.

Wordmark

Composed of our reticle icon and company name, our new logo is an evolution of our legacy mark, updated for modern applications.

Our new logo has been typeset for improved legibility, and engineered for use on screen as well as in print. The characters of the wordmark have been positioned with precision for optimal balance, and should not be modified or recreated.

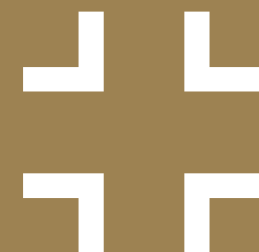
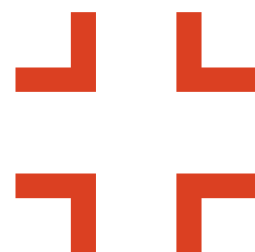
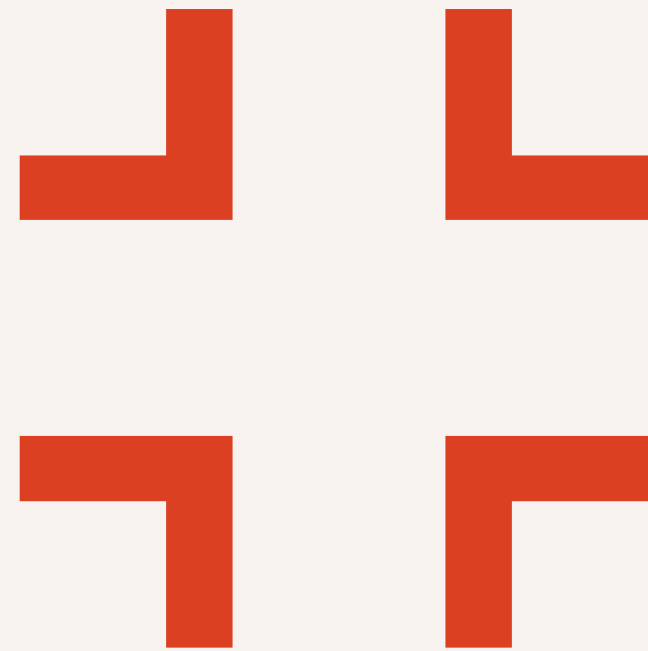
Both full-colour and white knockout versions of the logo are available for use on a range of background colours from the brand palette.



Icon

In addition to anchoring the wordmark, the reticle icon can also be used as a standalone icon. Use the icon in select applications, such as where space does not permit use of the full logo. To avoid repetition, do not use the icon close to the full logo wordmark within the same layout, unless there is a significant contrast of scale or proximity.

Both full-colour and white knockout versions of the icon are available for use on a range of background colours from the brand palette.

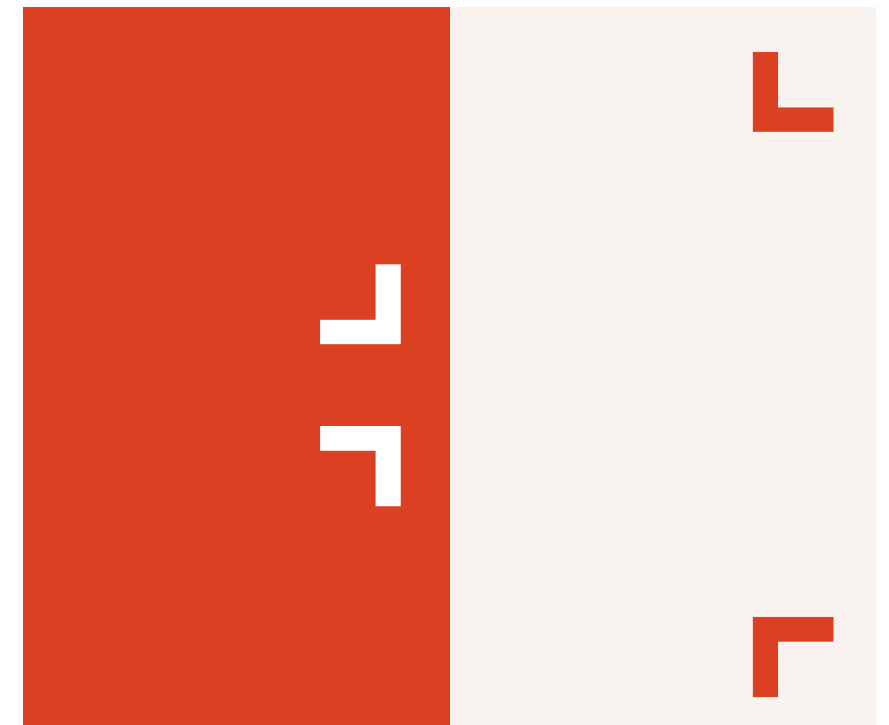
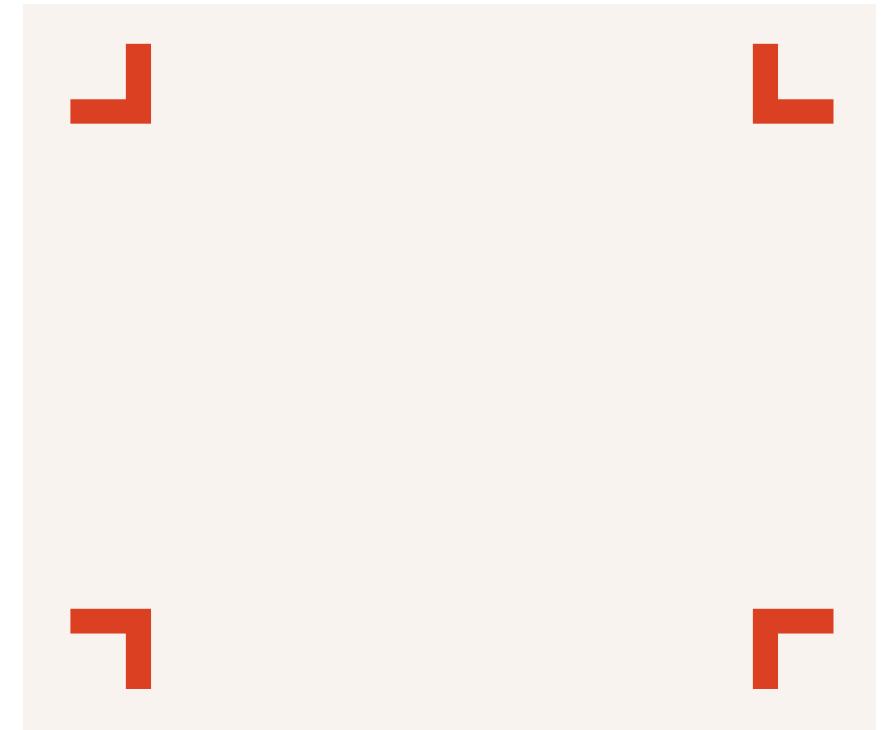
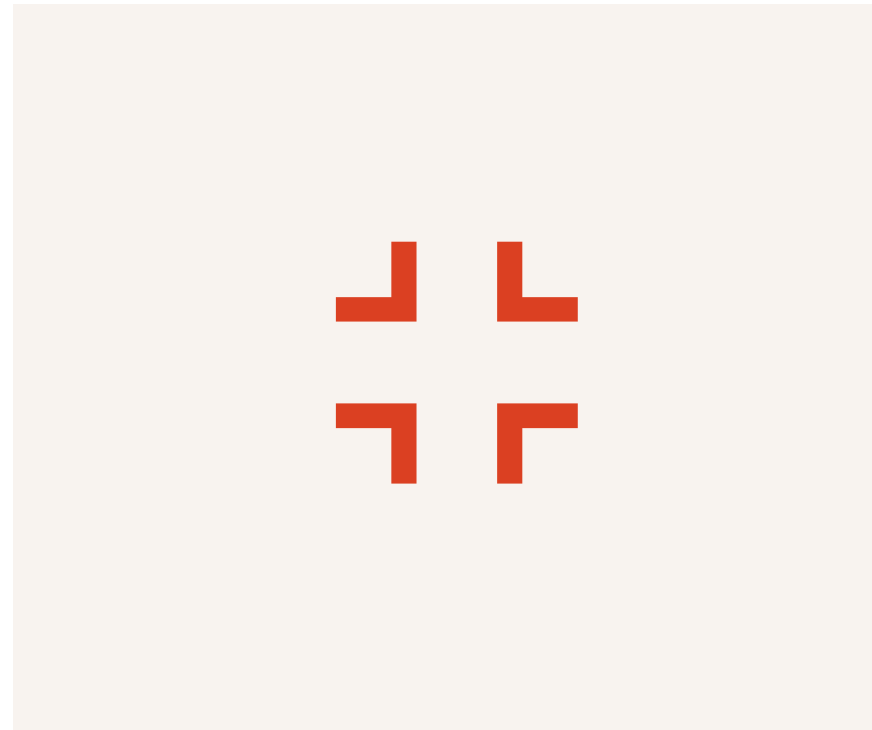


Frame & Focus

Our icon is a dynamic device that can move and flex outwards to frame the edges of the page, or focus on a specific element or area within it.

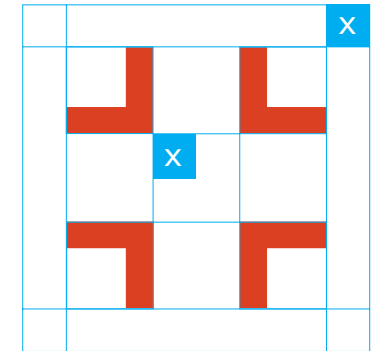
When separating the reticle, components should move uniformly from a shared centre point, so that all edges of the graphic line up with each other. Adjust the scale as well as the relative distance of the icon components to determine the ideal balance within any given application.

In some instances, the reticle icon may also be used in both central (primary) and outward (secondary) framing position, within respective panels of an execution. Graphics may be grouped vertically or horizontally, based on panel divisions and intended effect, and scaled proportionally as needed for balance.



Clear Space

Clear space is the area surrounding the logo that must remain free of any other text or graphic elements. The minimum clear space is equal to the width of the "O" character within the wordmark, and one half the width of the reticle graphic's inner square, for the icon.



Minimum Size

The minimum logo sizes for print/digital applications will ensure the brand icon and wordmark are always legible. They should not appear smaller than specified, and should be larger wherever possible.



digital: 90px / print: 1.25"



digital: 20px / print: 0.25"

Colour

At the foundation of Accuro's colour palette are four utilitarian hues. These colours provide a balance of vibrancy, brightness, and neutrality, and are the basis for all Accuro communications. This section will explain each colour's role and usage.

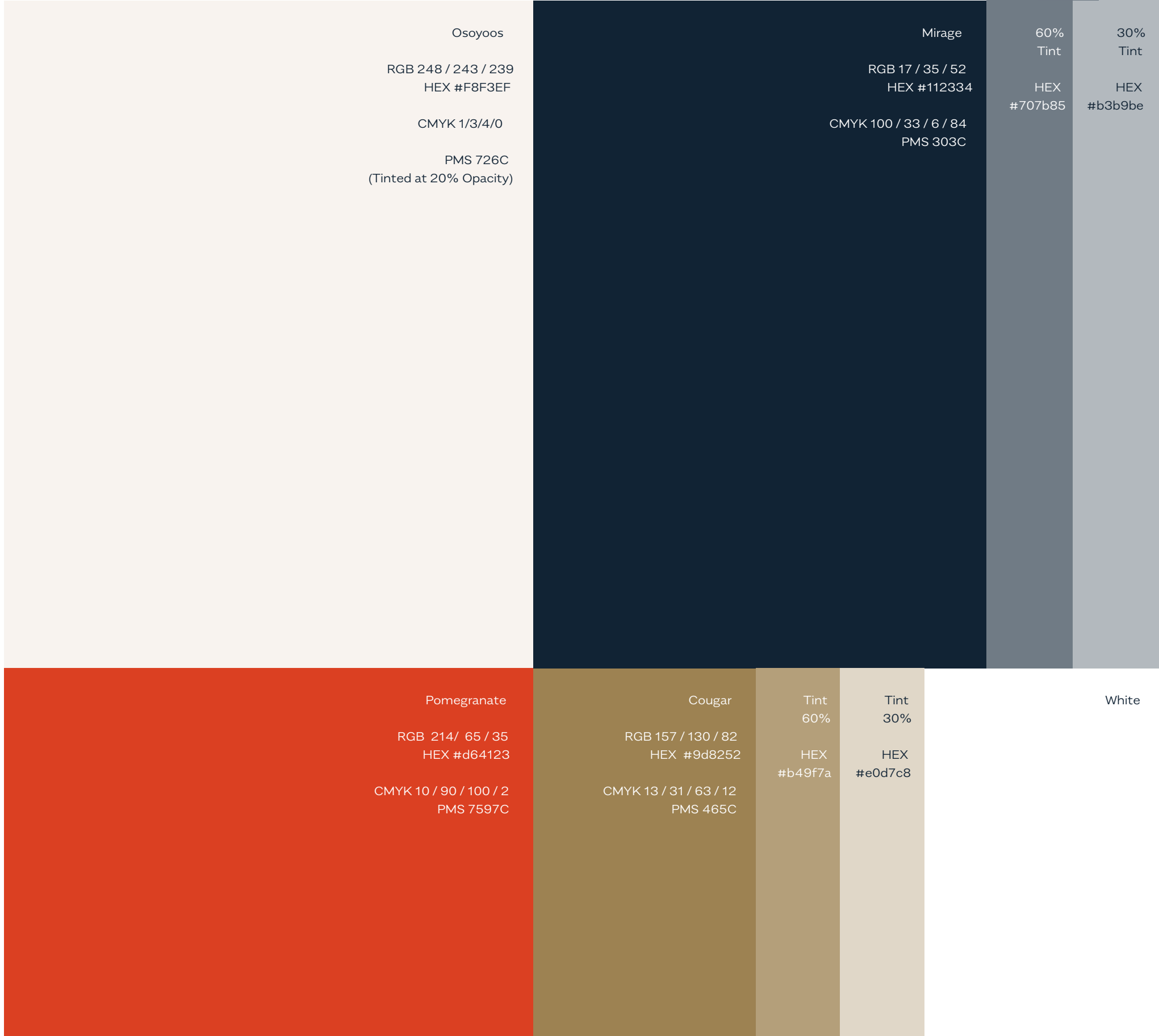
Brand Palette

Osoyoos is a rich, neutral tone inspired by the desert landscape of the Okanagan Valley. Osoyoos and white can be used interchangeably as background colours for more visual range.

Mirage, a bold, dark navy, acts as a confident anchor colour for the brand. Both a 60% and 30% tint of this colour may be used to provide additional tonal contrast.

Pomegranate brings a vivid and refreshing energy to the palette and should always be used at full opacity for maximum visual impact.

Cougar is an earthy, sleek, supporting tone within the palette. A 60% and 30% tint of this colour may also be used to provide additional tonal contrast.



Colour Pairs

When using brand colours, reference this chart for approved colour combinations. Online accessibility standards require text on the web to maintain strong contrast ratios. Compliant colour combinations are noted here, based on the WCAG contrast recommendations of 4.5:1 and 3:1 for large text.

Large text is defined as 18pt or greater, or bold type at 14pt or greater. Normal text is defined as text below these sizes, and shouldn't incorporate any colour combinations without a checkmark beside "normal text" on the accompanying chart.

Primary Palette



✓ Normal Text Contrast Ratio: 14.5:1
✓ Large Text
✓ Graphics & UI



✓ Normal Text Contrast Ratio: 14.5:1
✓ Large Text
✓ Graphics & UI



✗ Normal Text Contrast Ratio: 3.65:1
✓ Large Text
✓ Graphics & UI



✗ Normal Text Contrast Ratio: 3.64:1
✓ Large Text
✓ Graphics & UI

Secondary Tints



✓ Normal Text Contrast Ratio: 4.32:1
✓ Large Text
✓ Graphics & UI



✓ Normal Text Contrast Ratio: 7.98:1
✓ Large Text
✓ Graphics & UI



✓ Normal Text Contrast Ratio: 6.22:1
✓ Large Text
✓ Graphics & UI



✓ Normal Text Contrast Ratio: 11.17:1
✓ Large Text
✓ Graphics & UI