OUR
CORPORATE LOGOS

aFe POWER

AFECONTROL.

SWAY·A·WAY®

takeda

MADE IN USA — CORONA ★ CA

aFe POWER corporate logo usage

The aFe POWER logo should appear on all Branding, Packaging, and promotional images, in all areas of usage. The only exception are images that appear on the website where it is acceptable to have the logo only appear on the product as all images on the site by default fall under aFe POWER Branding. When centering on product or packaging, the logo should center on the circle only, and be placed at the angle shown.

Center Vertical

Center Horizontal

Baseline

17°

21.5°
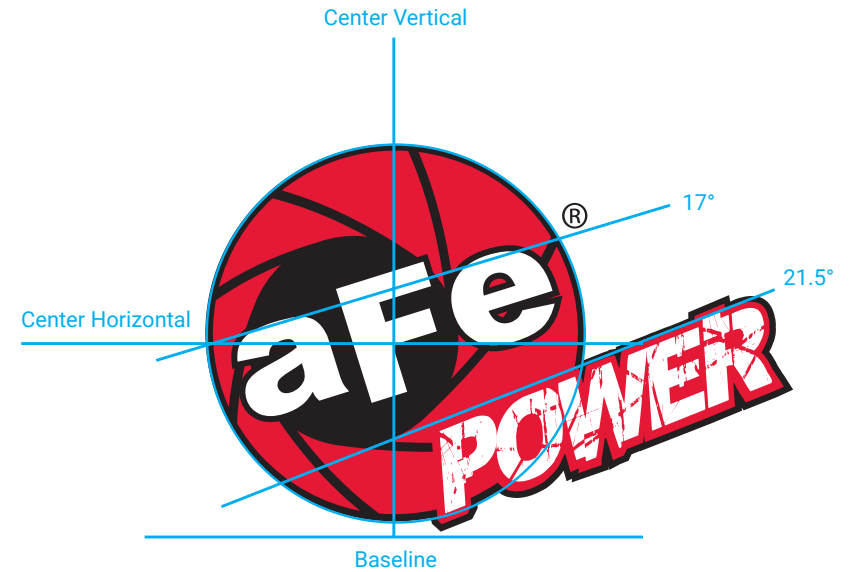
	PMS 186c	Process Black
PRINT		
WEB	e30324	000000
CMYK	05A9505	302525A
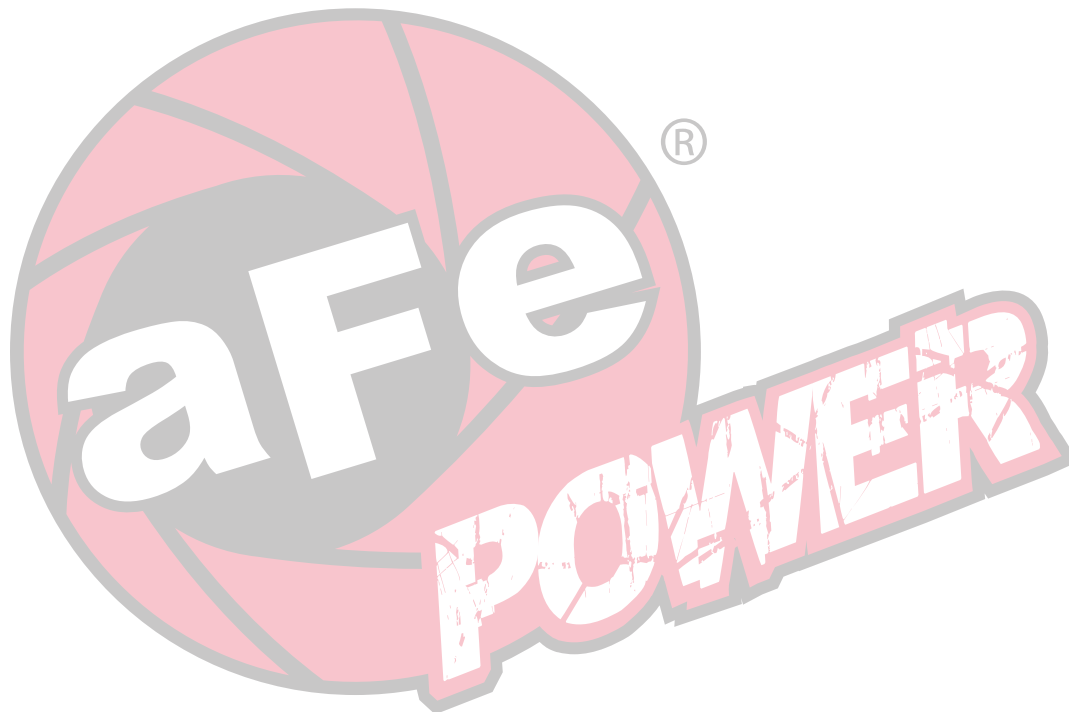
Logos without distress in "POWER" are for die-cutting on substrates only.

aFe POWER corporate logo usage

When appearing on White or Black the Full Color (RED 186 /black/white) should be used.
The solid color logo can be used in a variety of colors and is suitable for any color background. It should be the first choice for multicolored backgrounds such as full color photos or colors that clash with red.
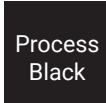The object is to create visibility with the logo without making the piece too busy.
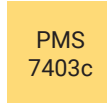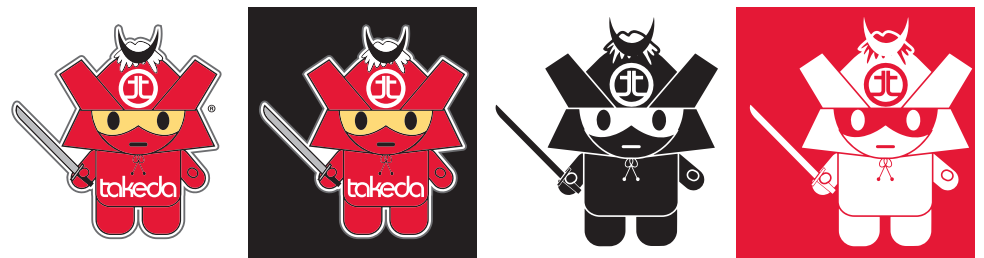
Reversed Logos should ONLY appear on passenger sides of vehicles, they are not permitted for any other usage

Takeda Logo & Takeda Man

The Takeda logo should can appear on a white, red or black background. The "Takeda Man" can be used low opacity, white or black.

	PMS 186c	Process Black	PMS Cool Grey 4	PMS 7403c
PRINT				
WEB	e30324	000000	b5b5b6	ffdb78
CMYK	05A9505	302525A	10070720	302525A

Web usage: aFe Power Logo appears on website, okay to be absent.

Packaging: aFe Power logo can be a cameo.
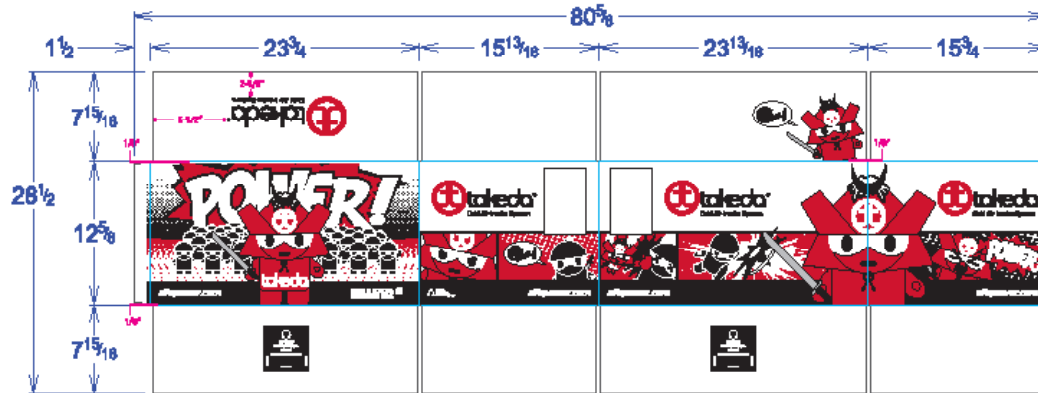
Vehicle Wraps: aFe Power Logo can be a cameo.

Social Usage: aFe Power logo should headline.
Takeda Should be Secondary

Web Usage: okay to use a more pop-art style.