Applied

Moving as one

Applied Systems Brand Book

July 2026

The logo pairs our symbol with a crafted logotype that reflects flow, clarity and precision.

Symbol



Logotype

Applied

Curved strokes add a sense of flow and complement the visual language ofthe symbol

Clear space & minimum size

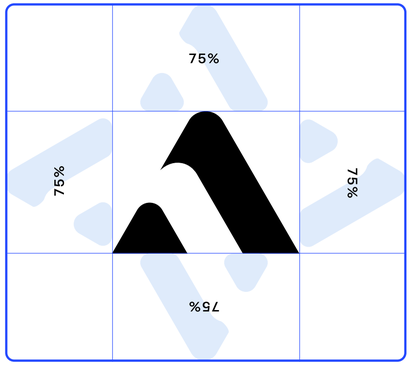
Always ensure that the use of our logo follows the defined clear space and minimum size guidance for optimized legibility across different applications.

MINIMUM CLEAR SPACE
Clear space defines the area surrounding our logo that should be kept free of all other graphics and typography. It plays an essential role in ensuring our logo remains clear, bold, and easy to recognize across all communications. As illustrated to the right, the minimum clear space surrounding the logo / symbol is 75% the height of the symbol.

MINIMUM SIZE
The minimum sizes for our logo, measured to the width of the Logo, are 125 px wide for digital applications and 0.75" wide for print applications. The minimum sizes for our symbol, measured to the width of the Logo, are 16 px wide for digital applications and 0.16" wide for print applications.

Although these are the minimum sizes, in most cases the logo will be shown larger. It should never be shown smaller.







DIGITAL
125 PX



PRINT
0.75 INCH



DIGITAL
16 PX

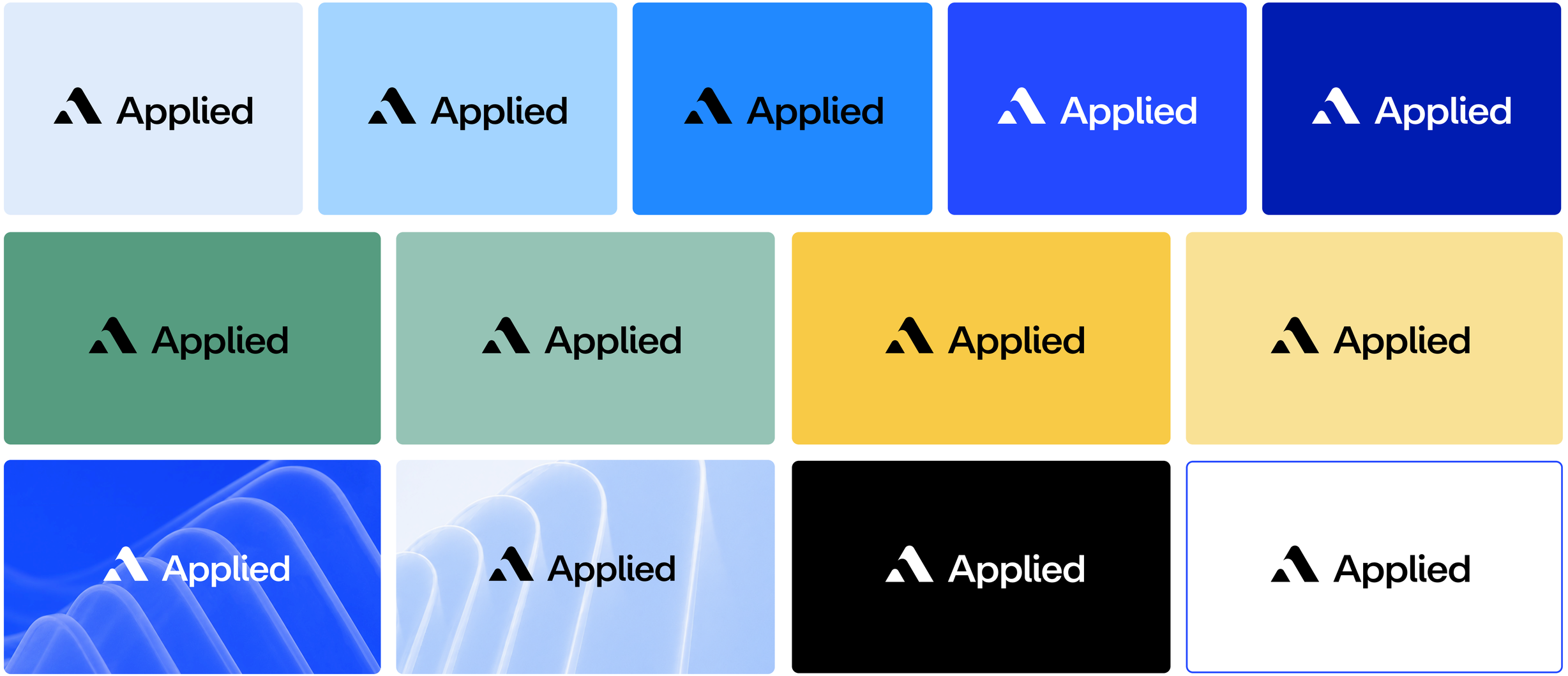


PRINT
0.16 INCH

Color variations

The logo and symbol should only ever appear in black or white. The correct version for each brand color background is shown opposite.

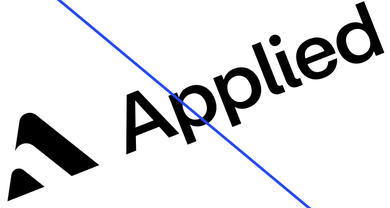
When placing over static or moving image, select the version that provides the most contrast. Always ensure there is sufficient contrast between the logo and background.



Incorrect logo usage

To ensure that our communication materials are clear, unique, and consistent, do not modify or alter our logo in any way.

The examples below represent some incorrect uses of our logo.



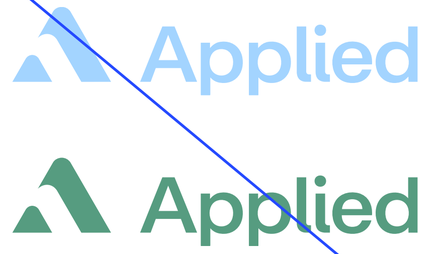
Do not rotate the logo



Do not stretch or distort the logo



Do not use the wordmark without the symbol



Do not recolor the logo



Do not apply effects to the logo



Do not apply a keyline to the logo



Do not type an alternative wordmark



Do not apply different colors to the logo

Primary palette

All branded communications should predominantly lead with our primary palette of blues, with Blue 04 acting as our primary brand color.

Proper and consistent use of our colors creates a strong visual link across our visual expression and builds brand recognition.

Blue 01		Blue 02		Blue 03		Blue 04 (Primary)		Blue 05	
Hex	#E0EBFC	Hex	#A3D4FF	Hex	#218AFF	Hex	#2549FF	Hex	#001DB1
RGB	224, 235, 252	RGB	163, 212, 255	RGB	33, 138, 255	RGB	37, 73, 255	RGB	0, 29, 177
Pantone	642 C	Pantone	291 C	Pantone	2171 C	Pantone	2174 C	Pantone	286 C
CMYK	9, 2, 0, 0	CMYK	38, 4, 0, 0	CMYK	71, 23, 0, 0	CMYK	90, 44, 0, 0	CMYK	96, 74, 0, 6

GRADIENTS
Our visual identity often features blended colors (or ‘gradients’) to further communicate our brand feeling of flow. Our primary palette can be used to create these gradients in the pairings shown opposite.

In order to ensure visual consistency, do not use more than two colors to create gradients and only ever use the pairings shown.

White + Blue 01	Blue 01 + Blue 02	Blue 02 + Blue 03	Blue 03 + Blue 04 (Primary)	Blue 04 + Blue 05

Secondary palette

Our secondary color palette includes two greens and two yellows which provide added visual flexibility. They complement the primary palette and allow for moments of punctuation within our visual expression.

Avoid the use of the secondary color palette in isolation or without the presence of our primary colors in some capacity.

Green 01

Hex	#95C4B5
RGB	149, 196, 181
Pantone	6150 C
CMYK	38, 4, 20, 0

Green 02

Hex	#579D80
RGB	87, 157, 128
Pantone	6152 C
CMYK	61, 11, 42, 7

Yellow 01

Hex	#FAE196
RGB	250, 225, 150
Pantone	461 C
CMYK	3, 10, 48, 0

Yellow 02

Hex	#F8CA47
RGB	248, 202, 71
Pantone	6003 C
CMYK	3, 20, 79, 0

Green 01 + Green 02

Yellow 01 + Yellow 02

Type family

HAIRLINE

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
.,;:?!"'()-_@#$&*+=

HAIRLINE ITALICS

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
.,;:?!"'()-_@#$&+=*

THIN

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
.,;:?!"'()-_@#$&*+=

THIN ITALICS

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
.,;:?!"'()-_@#$&+=*

LIGHT

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
.,;:?!"'()-_@#$&*+=

LIGHT ITALICS

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
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SCREEN

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
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SCREEN ITALICS

abcdefghijklmn
opqrstuvwxyz
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REGULAR

abcdefghijklmn
opqrstuvwxyz
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REGULAR ITALICS

abcdefghijklmn
opqrstuvwxyz
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OPQRSTUVWXYZ
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MEDIUM

abcdefghijklmn
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ABCDEFGHIJKLMN
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MEDIUM ITALICS

abcdefghijklmn
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BOLD

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
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BOLD ITALICS

abcdefghijklmn
opqrstuvwxyz
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OPQRSTUVWXYZ
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BLACK

abcdefghijklmn
opqrstuvwxyz
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BLACK ITALICS

abcdefghijklmn
opqrstuvwxyz
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ULTRA

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opqrstuvwxyz
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ULTRA ITALICS

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System typeface

Microsoft Aptos should be used in instances where there is concern over compatibility or availability of Applied Sans, such as PowerPoint and other Microsoft Office applications. It features a similar weight and curvature to our brand font, helping maintain visual consistency across all applications.

Aptos should follow the same typographic guidance laid out on the previous pages as defined for Applied Sans.

Our PowerPoint template is built using Microsoft Aptos. For additional guidance on PowerPoint, contact the Brand team. Do not embed additional fonts into PowerPoint files.

Microsoft Aptos



