

Our colours define us

Our colours are one of our most powerful hallmarks. Their correct use guarantees a clear identification with the brand.

We are unique, like our palette.

A vibrant mix that is very easy to remember. Together they are unbeatable.

It is recommended to use a combination of either midnight blue and coral pink or midnight blue and sea blue.

aparto midnight blue

R 035
G 029
B 069

#231D45

C 100
M 100
Y 039
K 042

Pantone
2765 C

aparto white

aparto sea blue

R 135
G 209
B 230

#87D1E6

C 049
M 000
Y 010
K 000

Pantone
636 C

60% 80%

20% 40%

aparto coral pink

R 239
G 126
B 138

#EF7E8A

C 000
M 063
Y 032
K 000

Pantone
177 C

60% 80%

20% 40%

Typography

GT Walsheim

This is a key element of our visual identity and its regular use will add consistency to all of our communications.

The **GT Walsheim** is very versatile. It can be both stylish and playful at the same time.

Or it can be both classic and modern at the same time. Everything will depend on the context we are in.

Title weight: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.?!::;‘&@’\$£€

Body weight: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.?!::;‘&@’\$£€

Logo

This is the most important piece and the one that requires the most care when we use it.

Our logo is friendly and informal. It is based on basic geometric shapes. Our logo is honest and informal but also robust and reliable.

The aparto logo should always be used from the provided EPS file. It should not be typed out using GT Walsheim bold

When using the wordmark always ensure it's easy to read.

Only use the midnight blue or the white version depending on application.

logo



logo + tagline

