AJAX DESIGN MANUAL

AJAX for the future

AFC AJAX Graphic Identity
The AJAX identity has evolved over many years in many directions. It's 2020, time to cut back to the core and build new foundations. The new identity has been developed on the existing crest logo. This guide will show you how to use the new design system to create anything and everything AJAX.

THE LOGO
THE MESSAGE
& THE SUB-DIVISIONS

The AJAX crest
We mostly use the single colour version, with white on red being the preferred option.
The underlying goal behind this choice is to own the red and white combination.

The building block for everything
Every asset in the identity has a specific relationship and ratio to the crest.
We use the crest as the starting point for everything.

The AJAX word mark
This is the hand crafted AJAX word mark, strong and powerful. Modeled with Bio Sans ExtraBold.

Always use the official word mark. Do not squash, distort or adjust it in any way.

The message
We use lowercase f as the message is always connected to AJAX. This way it reads as one line. We do not end the sentence with a full stop as the message is open, like the future.

AJAX

for the future

Adding the message
The AJAX word mark and "for the future" have matching X height, making the message a continuation of the brand, not just an add on.

Sub-divisions
Sub-divisions begin with an uppercase letter to give them their own importance within the identity construction. Sub-divisions use Suisse Int'l Light to match the word "for" in our message.

AJAX for the future

AJAX Foundation

Sub-divisions with the message
Sub-divisions can have stand alone status as shown on the previous slide but can also be combined with the message, as shown here.

Full lock up with various sub-divisions
AJAX has many sub-divisions. The versatile design system can accommodate them all.

AJAX for the future Foundation

AJAX for the future Podcast

AJAX for the future TV

AJAX for the future Radio

AJAX for the future Women

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The logo stack, full width crest
When the horizontal space is minimal we use the logo stack.
The logo stack has 2 main variations; the crest size is either full width of the stack or 60% width. Each of these 2 main variations have 3 different combination options depending on the need to add sub-divisions and the message.

Note: the crest is not symmetrical and needs to be manually aligned to the center. Watch out for the A pushing past the diameter of the AJAX rings. Always use the rings as the point for alignment.

The logo stack, smaller size crest
The logo stack using the smaller crest has slightly different spacing to the full width version.

xxx

THEY MAY BE SMALL BUT THEY ARE VERY IMPORTANT.

XXX

We have only one set of XXX's. Its thickness and spacing have been thoroughly tested to give AJAX the best and most balanced XXX symbol possible.

These are to be used horizontal and nevert vertical, as that has to much association with Gemeente Amsterdam.

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AJAX COLOUR GUIDE

AJAX for the **future**

AJAX RED
There are two reds in use. The original AJAX red (PMS 199) is used for
our shirt and some other fabrics that are in use. But this type of red
deviates too much from the original red on all things digital and print.
That's why we use PMS 200c for almost everything but our kit.

Please contact our design department if you have any questions regarding this
matter.

CMYK 16/100/77/6
WEB #C2002F
PMS 200c
RGB 195/0/47

White
CMYK 13/13/13/100
WEB #FFFFFF
RGB 255/255/255

AJAX for the future

The core identity colours
This page shows our main colour palette.

Extra colours
The first row shows our accent colours, which are rarely used.
The second row is our away colour palette, only to be used on away match assets.

CMYK 16/100/77/6
WEB #C2002F
PMS 200c
RGB 195/0/47

CMYK 13/13/13/100
WEB #FFFFFF
PMS -
RGB 255/255/255

CMYK 13/13/13/100
WEB #181314
PMS -
RGB 24/19/20

CMYK 25/98/93/25
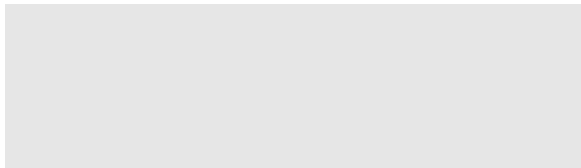WEB #8A2B29
PMS --
RGB 138/43/41
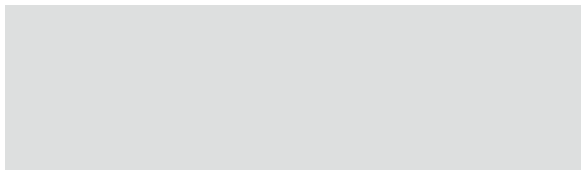
CMYK 12/8/9/0
WEB #DDDFDE
PMS --
RGB 221/223/222

CMYK 63/53/53/53
WEB #3F4242
PMS -
RGB 63/66/66

CMYK 94/76/41/41
WEB #20324D
PMS --
RGB 32/50/77

CMYK 12/8/9/0
WEB #E6E6E6
PMS -
RGB 230/230/230

CMYK 38/12/13/0
WEB #A9C8D7
PMS --
RGB 240/122/34

THE FACES OF AJAX

Typefaces
Suisse Int'l Body
Suisse Int'l Black
Bio Sans Bold
Siusse Works Black
Gridnik Bold
Lexa Advertising
Kurversbrug

Our type has a face and character. Each is different and each has a different purpose. Choose and set the mood with the right typeface.

Suisse Int'l family
We use Suisse Int'l to create our "for the future" word mark and for the sub-divisions of AJAX. Suisse Int'l is a strong and modern font with many weights and language variations which makes it an ideal choice for the future of a global brand.

When to use it
Body and detail texts.

How to use it
Standard use is the Regular weight.
Headers within detail texts use Bold, Black and any other weigh to create a difference. Keep headers the same size as body text.
Limit detail texts to max 2 font sizes on one surface.

Example size and spacing
Size 17pt
Letter space 0
Line space 18pt (106%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size. For example 34pt would have a line height of 36pt but the letter space remains 0.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
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+-={}[]¥

AJAX MANIFEST
I want to entertain and inspire people from all over the world with my way of playing the game. And to do so I've always believed in making young talent better; in providing those who are good enough with a stage, no matter their age.
That's my answer to the big bucks that are reigning over Europe.
I don't buy legends, I create them.

And to become a legend you need to stand out. That's why we play the way we do: creative, brave and always forward. A style I created and perfected with the help of old friends like Reynolds, Michels, Cruijff and Van Gaal. Together with these icons of football I've shaped some of the roughest diamonds into the greatest players the world has ever seen and played some of the most beautiful football known to men.

They've teached me how to recognize exceptional talent, how to tell if a kid can master the ball out of pure joy for the game, while sharing this joy with whoever is watching. Combine those skills with the dream to become the next Cruijff, Rijkaard, Suarez or Eriksen and I'll do everything in my power to make your dream come true.

That's my promise. My way of writing history and the future. It's also the reason I can count on the support of millions of fans. Ajacieden who want to see a fight for beauty. Who understand we need to break conventions to be the best, and why creativity is one of my most important assets.

And I don't take that support for granted. Every fan deserves my attention and appreciation. That's why I do everything in my power to keep on surprising and inspiring them. Off and on the pitch. And not just by focussing on the present, but on the future as well. Mostly by investing in football conditions and talent all over the world. I want to intensify dreams and inspire kids to believe in themselves.
Just like I do.

My name is Ajax and don't just belief in the future, I am for the future.

Suisse Works Bold
Suisse Works a great alternative font for corporate and non-public items such as business booklets. Suisse Works is a member of the same font family we use for the overall identity and can easily be used in combination with Suisse Int'l.

When to use it
This face is reserved specifically for business, historical and emotional assets.

How to use it
Use both lower and upper case and create clean sophisticated typography structures.

Example size and spacing
Size 37pt
Letter space 0
Line space 40pt (108%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size. For example 74pt would have a line height of 80pt but the letter space remains 0.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
)!@£$%^&*(_
«»„""''©®@™º
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Business and internal messages

✕✕✕

Lexia Advertising
Lexa Advertising has a lot of character and as such can be used for big bold brash messages and headlines. Lexia represents the fun of the game and should be used in that way.

When to use it
For happy and cheeky comments, games and milestones. Lexia is used for messages that need to feel a bit more personal.

How to use it
Mainly CAPS but lowercase is permitted. Make sure kerning is on metric.

Example size and Spacing
Size 37pt
Letter space 0
Line space 31pt (84%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size. For example 74pt would have a line height of 62pt but the letter space remains 30.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
)!@£$%^&*(_
‹‹›‚„""""©®@™º
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LET'S HAVE SOME FUN

Gridnik Bold 2020 (AJAX version)
A strong simple type for delivering serious messages such as directions or match information. We use a slightly customized version of Gridnik Bold, originally designed by Dutch type legend Wim Crowell.

When to use it
Gridnik is our serious more direct typeface. We use this for directions and serious announcements such as matchday and squad, but also facts and figures.
Gridnik is our tough face.

How to use it
ALWAYS CAPS.

Example size and spacing
Size 37pt
Letter space -50
Line space 29pt (78%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size. For example 74pt would have a line height of 58pt but the letter space remains -50.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

A TYPE
FOR BEING
SERIOUS
AND
FACTUAL

Gridnik Extra Bold 2020 (AJAX version)
A strong simple type for delivering serious messages such as directions or match information. We use a slightly customized version of Gridnik Bold, originally designed by Dutch type legend Wim Crowell.

When to use it
Gridnik is our serious more direct typeface. We use this for directions and serious announcements such as matchday and squad, but also facts, figures and singing.

Gridnik is our tough face.

How to use it
ALWAYS CAPS.

Example size and spacing
Size 37pt
Letter space -50
Line space 29pt (78%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size. For example 74pt would have a line height of 58pt but the letter space remains -50.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

A TYPE
FOR BEING
SERIOUS
AND
FACTUAL

xxx

Suisse Int'l Black
Our heaviest weight which should be used with caution. Useful with the halftone photography style.

When to use it
Use this for really short big bold statements, when you want to drop the bomb! Also used for merchandise.

How to use it
Only large sizes and always CAPS.

Example size and spacing
Size 37pt
Letter space 0
Line space 31pt (84%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size. For example 74pt would have a line height of 62pt but the letter space remains 10.

BIGGER
BOLDER
ROUGHER
TOUGHER

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
)!@£$%^&*(_
«»„""'©®@™º
+-={}[]¥

Kurversburg
Historic font from the Amsterdam bridges.

When to use it
Use for special heritage moments and numbers on the team shirts.
During matchdays we use Kurversburg for titles.

How to use it
Only use CAPS.

Example size and spacing
Size 37pt
Letter space 0
Line space 33pt (89%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size. For example 74pt would have a line height of 66pt but the letter space remains 0.

THE AMSTERDAM BRIDGE FONT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Adobe Source Hans - Traditional Chinese
Chinese fonts require both Traditional and Simplified versions in multiple weights.
Source Han CN and TW are available via Adobe typekit.

Look for "**Source Han Sans TW**" in the type menu when using Simplified.

When to use it
For the Chinese market.

How to use it
Only use Bold for headlines and Regular for body.

Headline example size and spacing
Bold
Size 55pt
Letter space 0
Line space 58pt (105%)

Body example size and spacing
Regular
Size 24pt
Letter space 0
Line space 30pt (125%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size.

勞動節特別活動

這句話後來演變成「飲水思源」這個成語，意為喝水的時候想一想流水的源頭，比喻不忘本。

燨熒熿爐特辈犎犟狻弘玐玣玗塋塧珥
珄硂珗珕瑹珳珬瑮瞼曉斫硈碞碯碖硜
礅礒礦袖袂袽裇秴秨秸稦稢槍穆樺釋
纛廮圪竑竨笓笔箄箸筼簃籠薇籥雙膌
颿艶亠芀芉茚茛

Adobe Source Hans - Simplified Chinese
Chinese fonts require both Traditional and Simplified versions in multiple weights.
Source Han CN and TW are available via Adobe typekit.

Look for **"Source Han Sans CN"** in type menu when using Simplified.

When to use it
For the Chinese market.

How to use it
Only use Bold for headlines and Regular for body.

Headline example size and spacing
Bold
Size 55pt
Letter space 0
Line space 58pt (105%)

Body example size and spacing
Regular
Size 24pt
Letter space 0
Lines pace 30pt (125%)

Use these specs as a guide for creating any type size you need. Always scale spacing with the character size.

动节特别活动

这句话后来演变成"饮水思源"这个成语，意为喝水的时候想一想流水的源头，比喻不忘本。

叺乩耂耆亐亘乇孰匏基斐乭厬浧廗槙
鼆譽才豫枎夨凶亣卣褒喜仈彡伏伉仔
仟�档仸気似伣伒伔伀伔伬侜俀供侢俰俤
蛛讦讧诶伫伲伭侢伔伬侙侜恾俕伭俦伈
伯佥俊

USING THE LOGO AS THE FOUNDATION TO MAKE EVERYTHING AJAX

Everything you need stems from the AJAX Crest.

AJAX assets

The crest is used to determine the ratio and size of each additional asset in the identity. Shown here are all the tools you need to create the base grid, and to create anything AJAX.

All measurements stem from the AJAX crest, referenced as C 100%.

for the future lock up

Our message and sub-division lock ups are designed to match the X height of the AJAX word mark. The AJAX word mark's X height is 50% of the crests outer ring diameter.
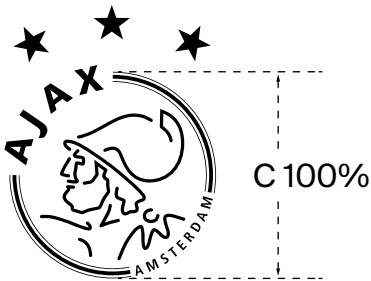
C 100%   **AJAX**   C 50%   ✕✕✕   C 25%

AJAX for the **future**   C 50%

A f **f**

✕✕✕

✕✕✕

Sub-divisions lock up
When creating sub-divisions we always align the most left point of the word with the horizontal guide. Pay special attention to curved letters.
Sub-divisions always use Suisse Int'l Light.

Sub-divisions and the message
Sub-divisions with the message are created in this way. The message is always placed above the sub-division. Always left align the Sub-division with the message.

AJAX Foundation

A 100%

S
Q
W

AJAX for the **future**
Foundation

A 34%
A 12%
A 54%
A 100%

xxx

xxx

Scale to fit the surface area

Always use the "for the future" lock up when creating your base grid. You can swap it later for a sub-division variant. Place a C 50% block on the left of the crest before scaling to the surface. For most surfaces we use C 50% to create the margin.

Scale to either 25%, 33%, 50% or 100% width of the surface and create even margins. A general rule: the taller the surface the wider the lock up.

C 50%

C 50%

AJAX for the future

P
50%

P

AJAX for the future

AJAX for the future
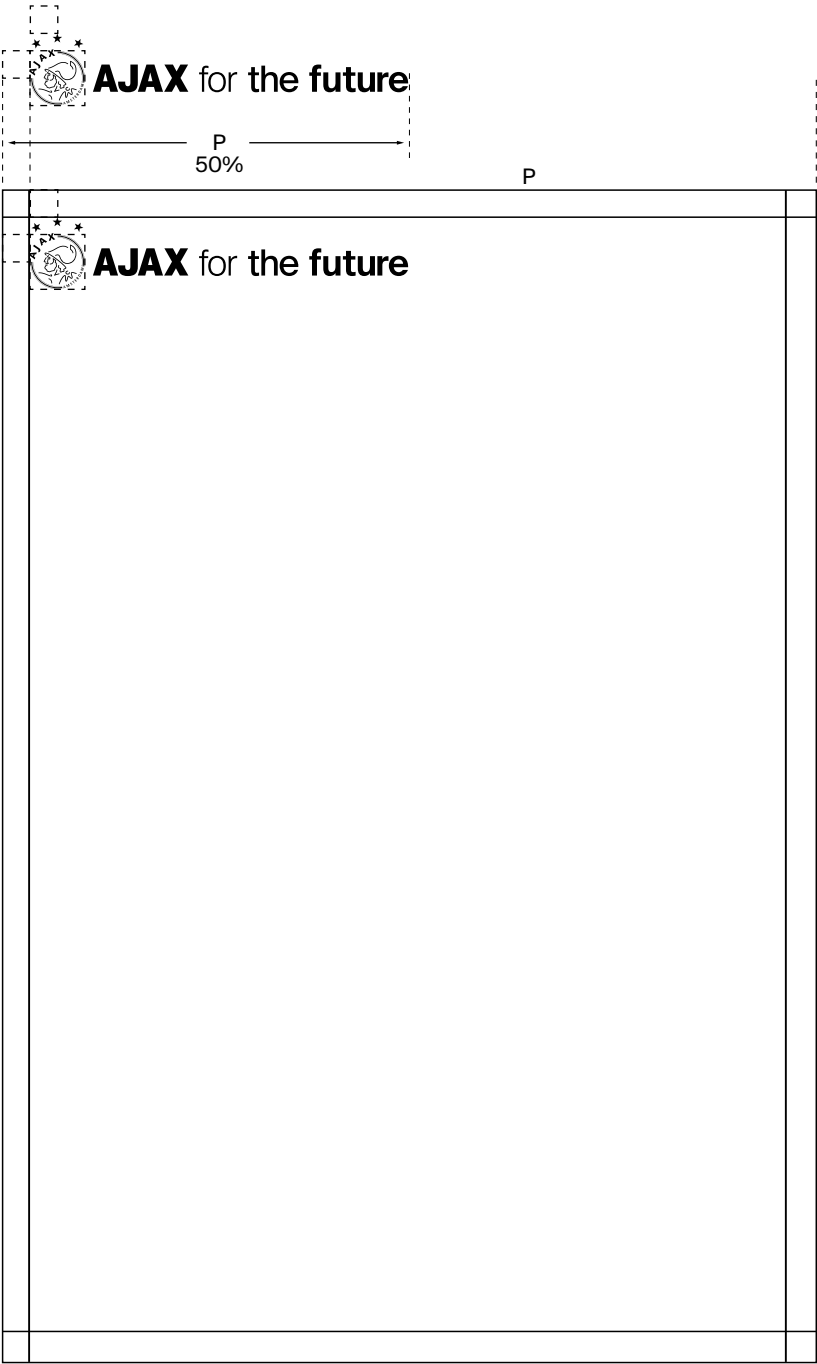
Placement of the lock up and XXX

Use the crest to create margins and spacing.
Notice the spacing from the top of the surface is measured from the tip of the center star. Use C 50%.

Increase the spacing to C 100% when there is a danger of clipping due to display frames. See the next page for guide lines.

C 50%

C 100%

C
50%

C
50%

XXX

C 50%

AJAX for the future

XXX

XXX

XXX

Clipping and poster frames
When there is a danger of the lock up being clipped or covered, we increase the spacing and margins to C 100% from the clipping safe area.

Any shape, any surface
That's the base grid set up completed. This method applies for almost any surface with the exception of video and special campaigns.

C 100%

C 100%

C 100%

C 100%

C 100%

AJAX for the future

AJAX for the future

AJAX for the future

AJAX for the future

THAT'S THE BASE GRID SET UP

LET'S ADD SOME TEXT

Adding a headline, the basics

Title text should not be placed any closer to the AJAX word mark than the full distance of C (crest diameter).

Vertically align headlines and info text with the A from the AJAX word mark.

Font sizing is flexible and can be as large or small as required. You must stick to the spacing rules defined earlier in this manual.

Use headline line space (S) to determine spacing between headlines and info text.
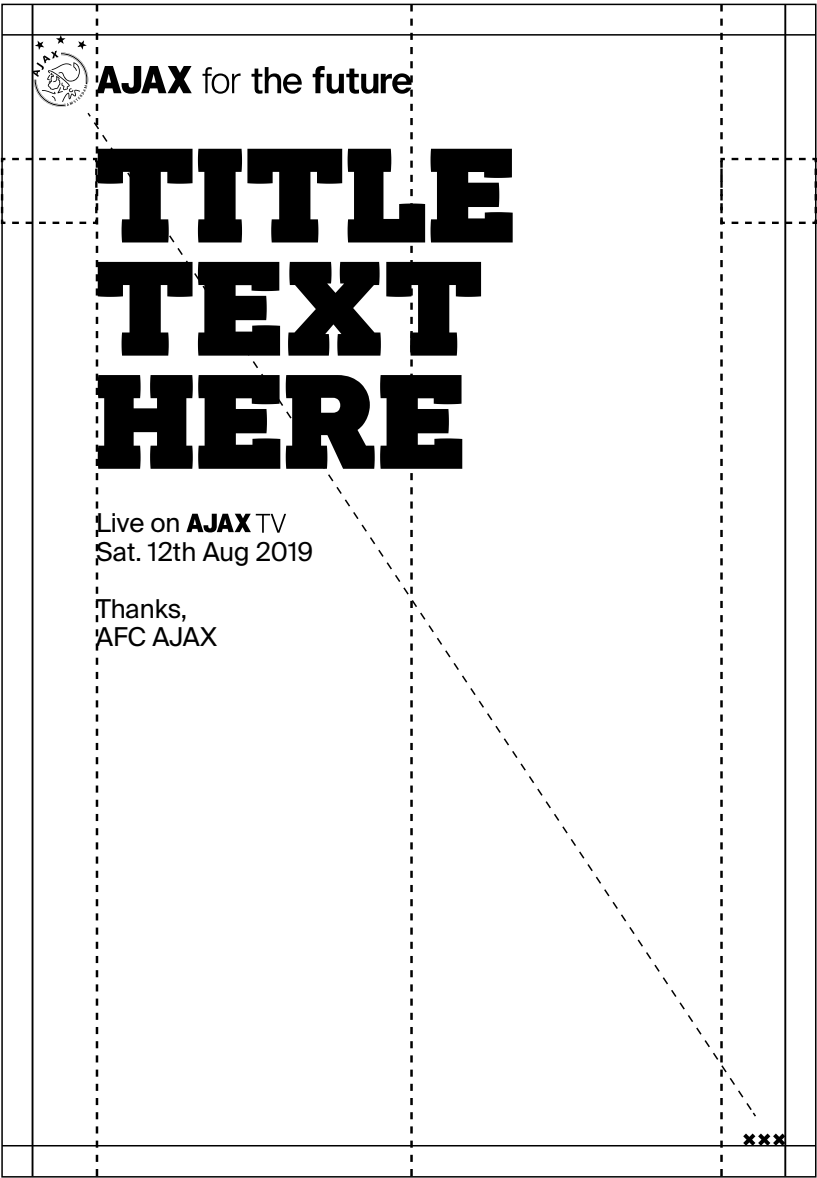
Align text manually

When creating a headline always check the alignment of the first letter of each line. Adjust manually when necessary.

C

C = Minimum spacing

AJAX

TITLE TEXT HERE

S

S

S
S

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

AJAX for the **future**

TITLE TEXT HERE

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

xxx

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S

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ALWAYS CHECK ALIGN

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

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ALWAYS CHECK ALIGN

xxx

xxx

FREEDOM WITHIN THE GRID

Don't see the grid as a restriction , it enables you to create all kinds of assets while remaining in-line with the AJAX identity.

Adding columns for detail text
Divide the main information column equally to create more columns.
When using the smaller text, keep the size and spacing consistent on the surface.
Use 1 size for all detail text, with a maximum of 2 different sizes if required.

Use space
Change the layout by moving the headline and detail texts.
Change the order of the information but do not exceed minimum spacing rules.
Ensure not to place texts to close to each other or the logo.

MAIN INFO COLUMN

AJAX for the future

TITLE TEXT HERE

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

MAIN INFO COLUMN

AJAX for the future

TITLE TEXT HERE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

XXX

MAIN INFO COLUMN

AJAX for the future

TITLE TEXT HERE

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

MAIN INFO COLUMN

AJAX for the future

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

TITLE TEXT HERE

XXX

XXX

Use space, scale and variation
There are many ways to arrange the information to keep layouts interesting while
staying within the guides.

...

MAIN INFO COLUMN

AJAX for the future

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

TITLE TEXT HERE

XXX

MAIN INFO COLUMN

AJAX for the future

TITLE TEXT HERE

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
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Live on **AJAX** TV
Sat. 12th Aug 2019

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AFC AJAX

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

XXX

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✕✕✕

Breaking boundaries
Breaking out of the main column with the headline font is great, however the detail text always follows the created grid.

When we need extra effect we can repeat the headline. Make sure it is possible to read the entire message when cropping.
When a word is cropped make sure the cropped section plus at least one other character is visible in another repletion.

MAIN INFO COLUMN

AJAX for the future

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

CUTTIN
THE TE
OFF PA

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

xxx

MAIN INFO COLUMN

AJAX for the future

UTTING
THE TE
OFF PA

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

xxx

MAIN INFO COLUMN

AJAX for the future

PEATING
E OBVIOUS
OKS GOOD

REPEATING
THE OBVIOUS
LOOKS GOOD

REPEATING
THE OBVIOUS
LOOKS GOOD

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

xxx

MAIN INFO COLUMN

AJAX for the future

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

PEATING
E OBVIOUS
OKS GOOD

REPEATING
THE OBVIOUS
LOOKS GOOD

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REPEAT
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xxx

xxx

More complex layouts

In football we have a lot of statistics and numbers, it is not always practical to use 1 column for our headline font. For these instances we divide the surface into columns to accommodate the situation.

Final score & Quotes

Posting the score in social feeds is an important visual cue to the fans, so the layout bends the standard rules a little.

Quotes are a popular tool on social media. When posting a quote we allow the first speech mark to break out of the alignment grid. This keeps the main text in-line with the typographic grid while attracting the right amount of attention.
Always use the same type face and size for speech marks.

MAIN INFO COLUMN

AJAX for the future

**KLAAS
JAN
HUN
TEL
AAR**

100 Goals.
33 Assists
83% Pass accuracy
90 Own goals.

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

XXX

MAIN INFO COLUMN

AJAX for the future

**KLAAS
JAN
HUN
TEL
AAR**

100 Goals.
33 Assists
83% Pass accuracy
90 Own goals.

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

Lorem ipsum dolor sit amet consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

XXX

MAIN INFO COLUMN

AJAX for the future

Ajax - FC Emmen
Final score
Johan Cruijff ArenA,
Amsterdam
10.08.19

**2
0**

MAIN INFO COLUMN

AJAX for the future

**"WIJ WILLEN
DE JEUGD
DROMEN EN
KANSEN
GEVEN"**

Ajax - FC Emmen
Final score
Johan Cruijff ArenA,
Amsterdam
10.08.19

XXX

XXX

XXX

FREEDOM IS GREAT BUT THERE ARE A FEW THINGS TO AVOID

Keep an eye on the details, a little quality control makes all the difference.

xxx

Avoid the following

Don't use to many body text size variations on the same surface. Generally we use only 1.

Don't mix the headline font sizes and spacing.
Don't place text blocks randomly, but use the columns and baseline grid.

When cropping the headlines make sure it is possible to read the words when split. The exception being when the headline is so obvious it does not need to be fully readable. Avoid creating words that could be miss-interpreted.
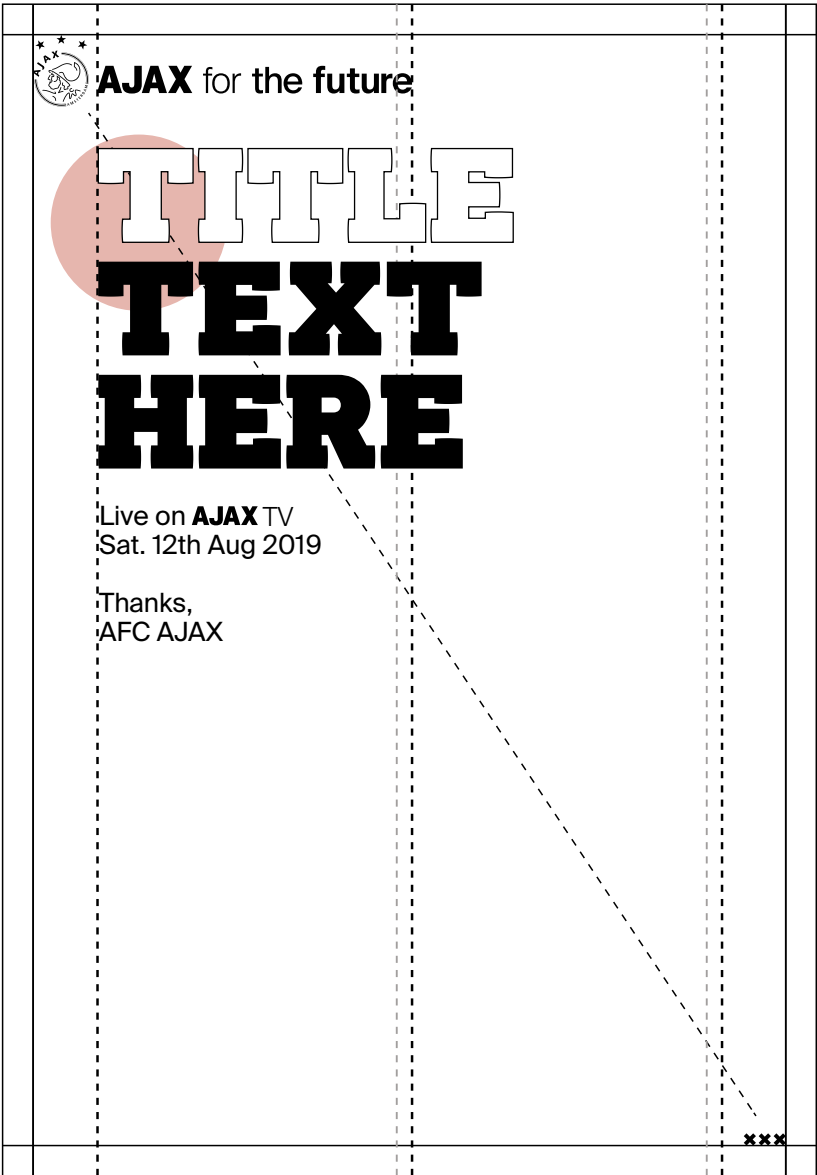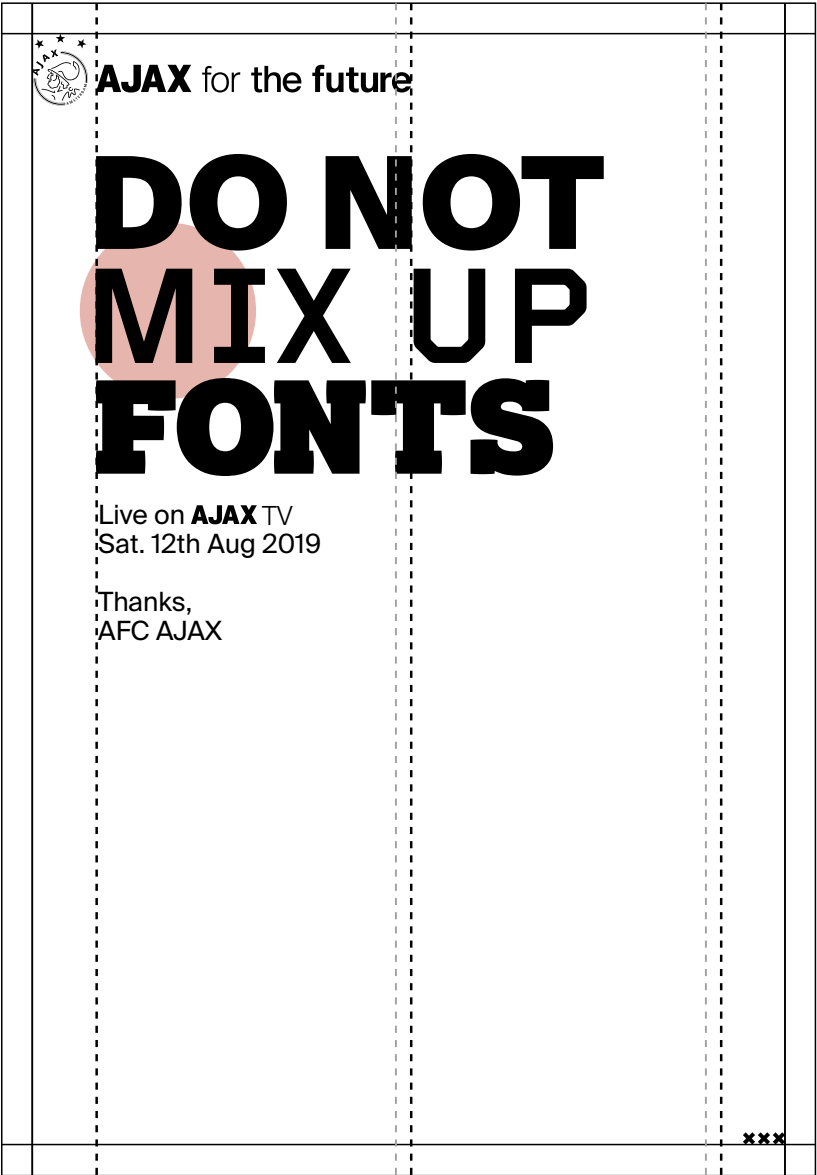
Keep a consistent line spacing for body text and headlines. Align body text to the same horizontal starting point in each column. Keep body text on the same baseline grid.

AJAX for the future
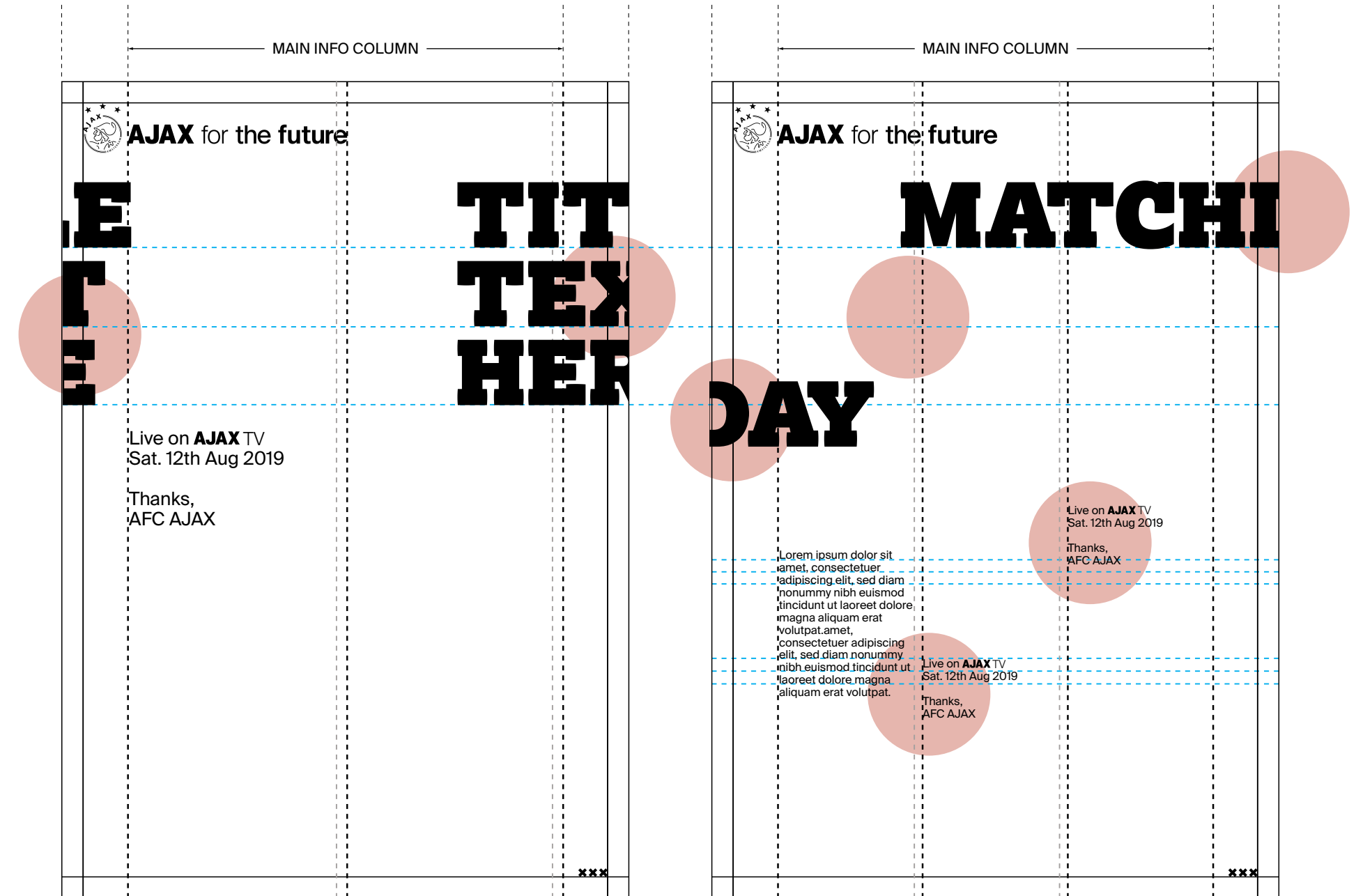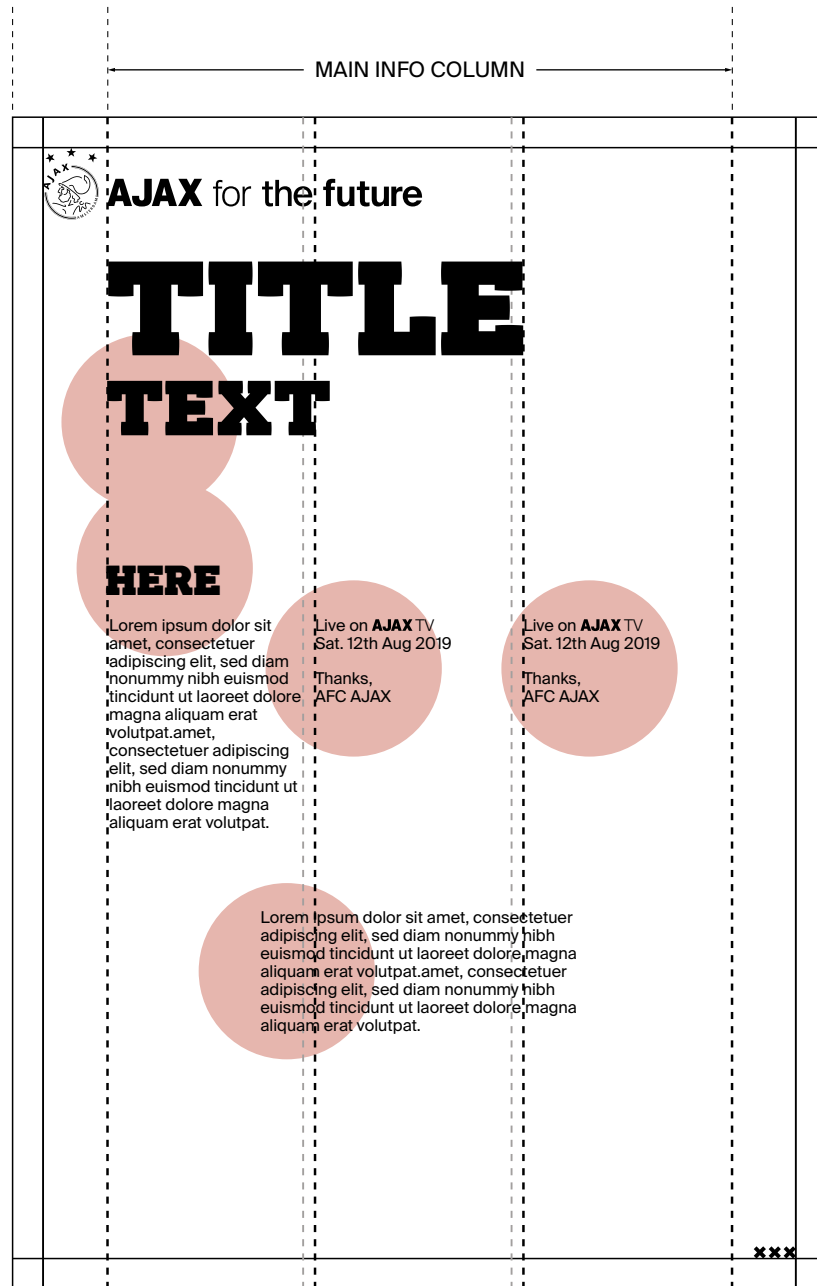
Avoid the following
Don't mix the headline typefaces.

Avoid using outlines for headline texts.
Don't mix filled and outline headlines text.

The most simple rule to follow is: if in doubt, don't do it.

AJAX for the future

DO NOT MIX UP FONTS

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

xxx

AJAX for the future

TITLE TEXT HERE

Live on **AJAX** TV
Sat. 12th Aug 2019

Thanks,
AFC AJAX

xxx

xxx   xxx
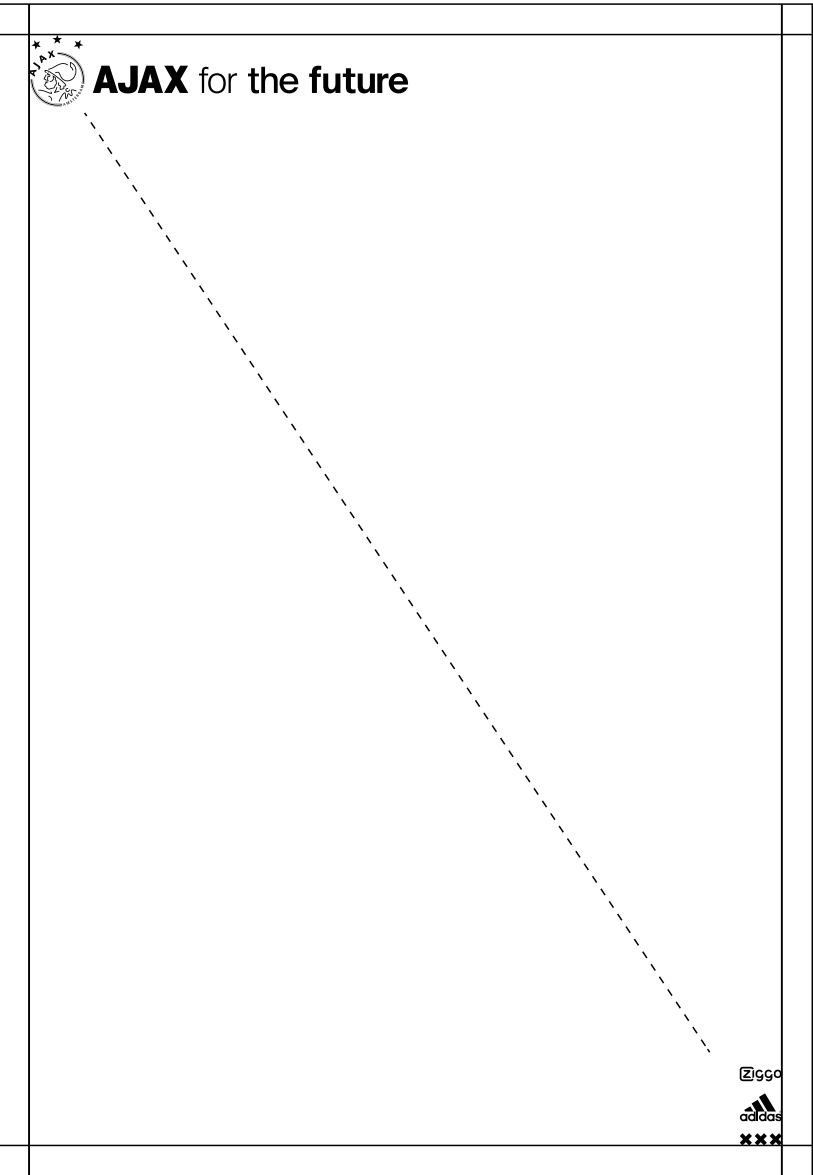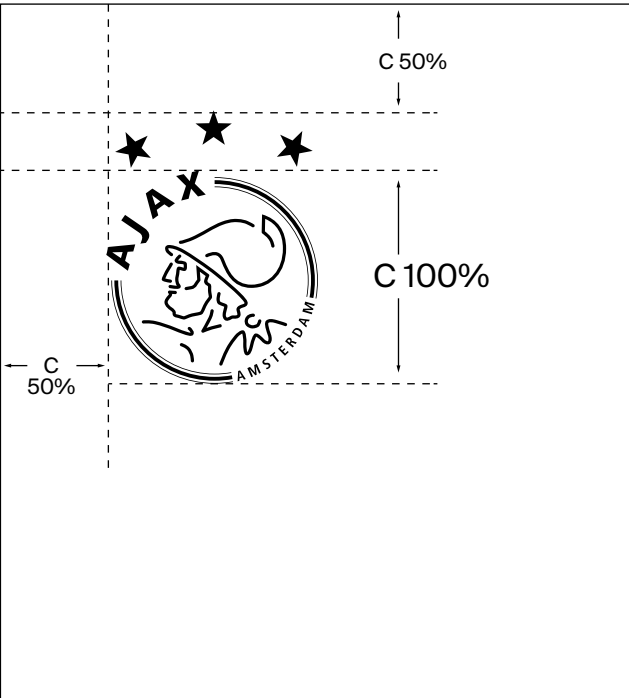
ADDING THE SPONSOR TOWER

Our main sponsors are important and have a place in the grid.

Main sponsors
Sponsor logos need to be added to layouts fairly regularly so we have assigned a fixed position for them.

Placement
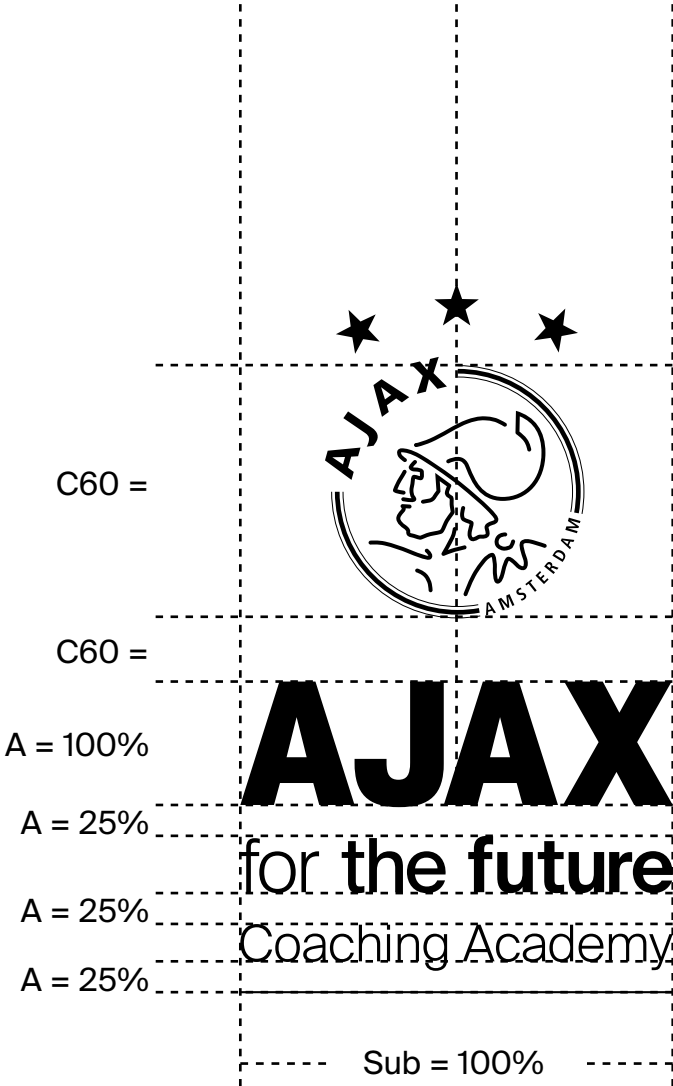Use the XXX icon to build the sponsor tower. Ziggo is always at the top position.

Ziggo

adidas®

C 50%

C 100%

C 50%

C 50%

Ziggo

adidas®

C 50%

AJAX for the **future**

Ziggo

adidas
xxx

STACKING
THE LOGO
THE MESSAGE
AND SUB-DIVISIONS

The logo stack, smaller size crest
In situations where horizontal space is minimal (such as flags, avatars, and vertical banners) we use the logo stack.
As shown here the smaller crest version has 3 different combination options.

Note: the crest is not symmetrical and needs to be manually aligned to the center. Watch out for the A pushing past the diameter of the AJAX rings. Always use the rings as a point for alignment.

3 combinations

C60 =

C60 =

A = 100%

A = 25%

A = 25%

A = 25%

Sub = 100%

AJAX
for the future
Coaching Academy

AJAX
for the future

AJAX
for the future
Foundation

AJAX
Foundation

✕✕✕
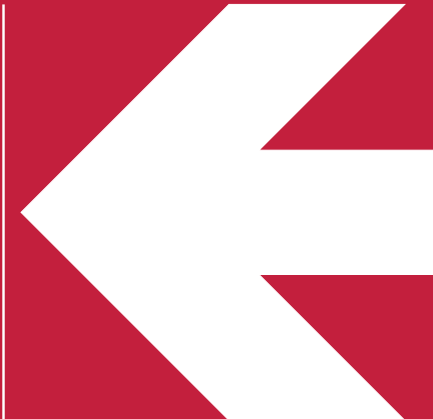
USING THE BASE GRID TO CREATE SIGNAGE AND DIRECTION

Good signage brings a sense of ease to the visitor.

Signage is clear and simple
We use the base grid and direction grid to create directional signage of all sizes.
Keep information minimal to avoid confusion.

AJAX for the **future**

X CAPS
ABC
DEF

Text area for special
information or area
service listings

xxx

xxx

AJAX for the future

MANUALLY ALIGN FROM LEFT

X CAPS ALIGN FROM BOTTOM

AJAX for the future

WELCOME CENTER MEETING POINT TRAINING ROOMS PITCH 3-5

AJAX for the future

TEXT LINE 1 LINE 2 AND THREE THEN FOUR 4

GROUP SCALE FROM BOTTOM

AJAX for the future

X CAPS ALIGN FROM BOTTOM

Text area for special information or area service listings

IMAGES AND ASSETS

Colour images
Our images should be rich in colour and show our beautiful game and the icons who play it.

Black & white images
Used to create a stronger more classic appearance. When converting to a black and white image manauly darken the reds and adjust a curves layer to create suitable contrast and impact.

xxx

xxx

Halftone images
We use the X halftone pattern on images to create a more aggressive tone. Always make sure the halftone is visible; high contrast images work best. Always make sure it does not become burnt out with to much white.

There is a Photoshop action available for the halftone process. Please ask the design department.

WHAT ASSETS?

Assets to bring everything to life
We use a limited collection of colours and assets which can be add to the base grid. These assets (although small) have a large role to play in connecting the dots between the many different items that will be produced. Keep an eye on the small details and the rest will follow.

The shirt as an icon
A true AJAX icon being worn by legend Johan Cruijff.

In today's digital age icons are everywhere. From website address bars to television screens. The new AJAX icon is a direct representation of our shirt and a key part of the total identity. Home games and other communication always use the home shirt icon in the layout, this helps to bring unity across all assets.

The icon is especially useful for adding a touch of red when using black & white halftone images.

The icon should never be larger than the AJAX crest.

AJAX for the **future**
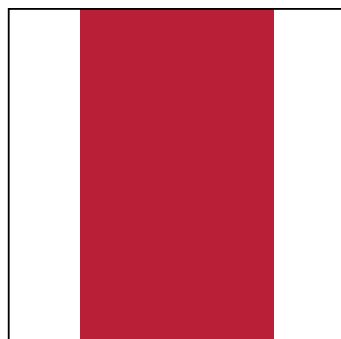
Representing the kit with an Icon.
Assets for away matches mimic the away kit. Here we see the away icon.
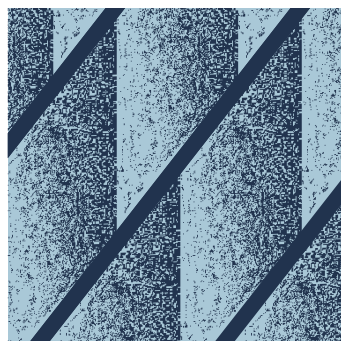
Home or away icons should always be part of the layout and can be used small so they do not dominate the layout. Normal placement is overlapping an image, connecting the surface and image while also breaking the edge of the image.

The icon should never be larger than the AJAX crest.

Bold stripes
We mimic the player kit further by using a red stripe or away stripe. The red stripe
is used on white or black backgrounds. It is placed under colour images and as an
overlay on black & white halftone images. On red backgrounds we do not need the
red stripe as the background colour is the red stripe.

Away pattern
The away pattern is used in the corners of the visual on a dark blue background.
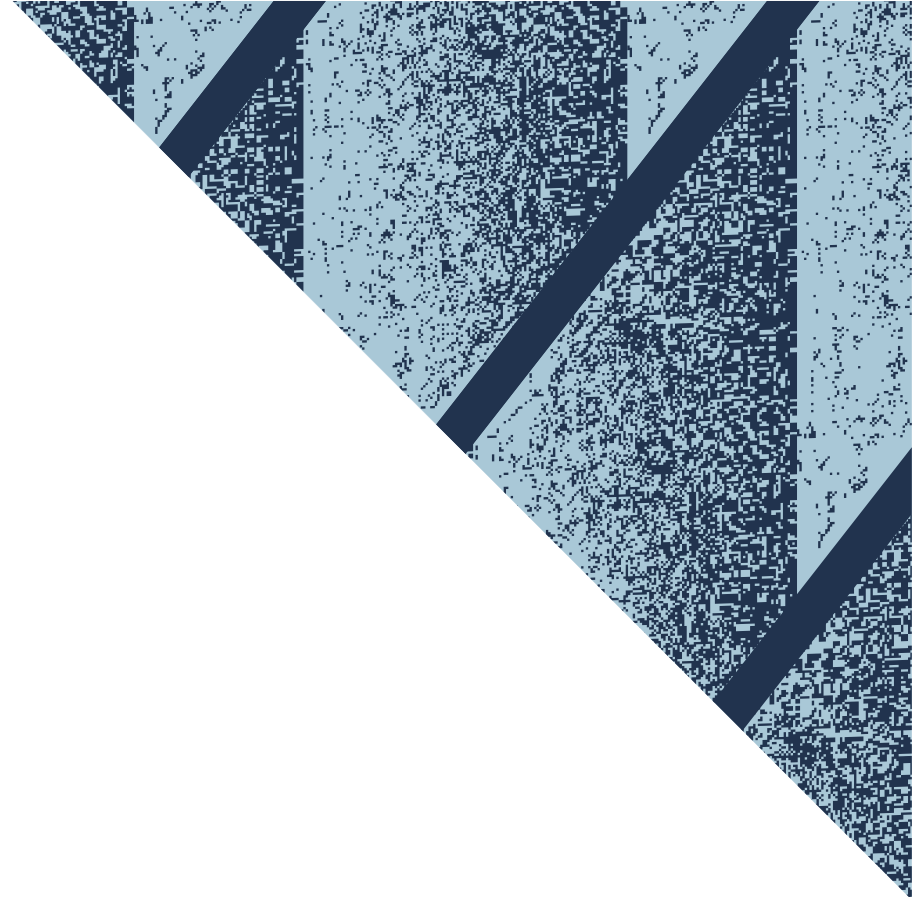
Net pattern
Football is all about getting the ball in the back of the net, so our asset collection should include a net pattern. Use the net pattern with restraint to break boarders of images and to balance layouts. There are 3 types of net assets: standard, distorted and square.

The net pattern is only to be used in white or black.
Do not use them to large in a layout.
Do not use it as a background pattern.

Standard net.

Distorted net.

Square net.

Standard net.

Distorted net.

Square net.

CREATING A LAYOUT WITH THE ASSETS

Asset list

1. AJAX red as the background colour
2. The AJAX lock up is always placed in the top left corner (check spacing guide)
3. The image should bleed off at least one edge (this is a flexible rule)
   Scale and crop the image to suit the layout
   Preferably use a colour image but black & white halftone images can also be used
4. The shirt icon must be touching the image
   Only use the home icon on red backgrounds
   The icon should never be larger than the AJAX crest
5. The net pattern should be touching the image
   Always use white on red backgrounds
   Keep the pattern small, do not over use it
   Do not use it as a background pattern

6. Choose a headline font to suit the message (when in doubt use Gridnik 2020)
   Follow type setting guide for kerning and spacing
   Check if the detail text is correctly spaced from headline
   Use 1 headline font size per layout
   Use 1 body font size per layout
7. Add the XXX symbol to the bottom right corner
   Add the sponsor tower when required

Applying the assets to red backgrounds

Here we see that by using exactly the same assets we can create very different layouts which still feel part of the same identity. Depending on the background colour the ways of applying the assets differ.

Red backgrounds are our first choice, unless it is an away game.

1. AJAX red background

2. AJAX lock up
AJAX for the future

3. Preferably colour but can also be black & white

4. Shirt icon (home only)

5. Net pattern (white only)

6. Headline and detail text
HEADLINE TEXT
Smaller Text
Body text for details
and extra information

7. XXX symbol or sponsor tower
Ziggo
adidas
XXX

Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

MATCHDAY
AJAX VS
WEST HAM

MATCHDAY
AJAX VS
WEST HAM

Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

Asset list

1. White as the background colour
2. Red stripe (always place as bottom layer under images and text)
3. The AJAX lock up is always placed in the top left corner (check the spacing guide)
4. The image should bleed off at at least one edge (this is a flexible rule)
   Scale and crop the image to suit the layout
   Colour image (see next page for black & white)
5. The shirt icon must be touching the image
   Only use the home icon on white backgrounds
   The icon should never be larger than the AJAX crest
6. The net pattern should touch the image
   Always use black on white backgrounds
   Keep the pattern small, do not over use it
   Do not use it as a background pattern
7. Choose the headline font to suit the message (when in doubt use Gridnik 2020)
   Follow the type setting guide for kerning and spacing
   Check if the detail text is correctly spaced from the headline
   Use 1 headline font size per layout
   Use 1 body font size per layout
8. Add the XXX symbol to the bottom right corner
   Add the sponsor tower when required

1. White background

2. Red stripe

3. AJAX Lock Up

AJAX for the future

4. Colour image

5. Shirt icon (home only)

6. Net pattern (white only)

HEADLINE TEXT
Smaller Text
Body text for details
and extra information

7. Headline and detail text

Ziggo
adidas
XXX

8. XXX symbol and/or sponsor tower

White backgrounds with colour images

Using white as a background gives a more classic feel and revisits the core of the AJAX identity.

This combination is essential to help us reach the goal of owning the red and white combination.

AJAX for the future

Ajax - West Ham
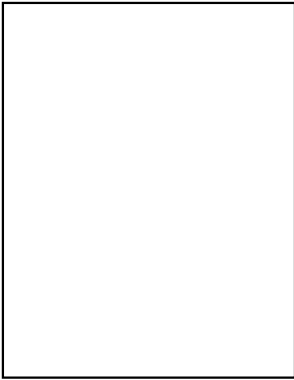Johan Cruijff ArenA, Amsterdam
10.08.19

MATCH DAY

Ziggo
adidas
XXX

AJAX for the future

MATCH DAY

Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

Ziggo
adidas
XXX

XXX

Asset list

1. White as the background colour
2. Red stripe (always placed as a top layer over black and white halftone images)
   Use the stripe as a top layer, but never above the AJAX lock up and XXX
3. The AJAX lock up is always placed in top left corner (check the spacing guide)
4. The image is converted with our X pattern halftone filter
   Make sure the halftone pattern is visible and not too small
   Scale and crop the image to suit the layout
5. The shirt icon must be touching the image
   Only use the home icon on white backgrounds
   The icon should never be larger than the AJAX crest
6. The net pattern should be touching the image
   Always use black on white backgrounds
   Keep the pattern small, do not over use it
   Do not use it as background pattern

7. Choose the headline font to suit message (when in doubt use Gridnik 2020)
   Follow the type setting guide for kerning and spacing
   Check if the detail text is correctly spaced from the headline
   1 headline font size per layout
   1 body font size per layout
8. Add the XXX symbol to the bottom right corner
   Add the sponsor tower when required

Applying the assets to white backgrounds with halftone images

White as a background gives a more classic feel, until the black and white halftone image is introduced. Then the appearance is more aggressive and street, especially when combined with large bold headlines.

This combination is essential to help us reach the goal of owning the red and white.

1. White Background

2. Red Stripe
With multiply effect
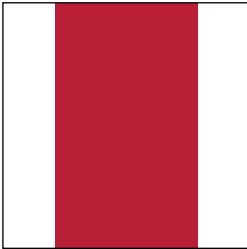
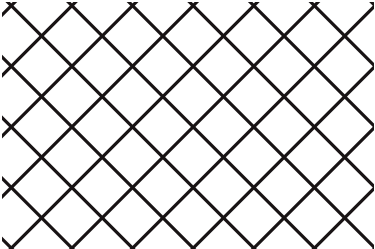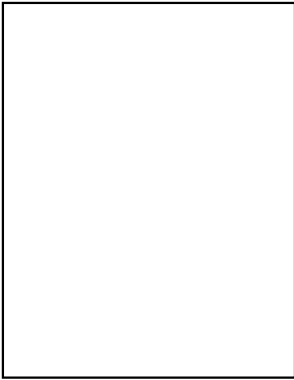3. AJAX Lock Up

4. Halftone Image

5. Shirt Icon (Home Only)

6. Net Pattern (White Only)

HEADLINE TEXT

Smaller Text
Body text for details
and extra information

7. Headline and detail text

8. XXX symbol or Sponsor tower

AJAX for the future

Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

MATCHDAY
AJAX VS
WEST HAM

Ziggo
adidas
XXX

AJAX for the future

MATCHDAY
AJAX VS
WEST HAM

Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

Ziggo
adidas
XXX

XXX

Asset list
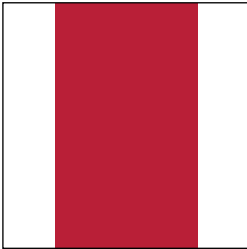
1. AJAX black as the background colour
2. AJAX lock up is placed in top left corner (check the spacing guide)
3. Image should bleed off at least one edge (this is a flexible rule)
   Scale and crop to suit layout
   Colour image see next page for black & white
4. Shirt icon must be touching the image
   Only use home icon on Black backgrounds
   Icon should never be larger than the AJAX Crest
5. Net pattern should be touching the image
   Always use White on Black backgrounds
   Keep the pattern small, do not over use it
   Do not use as background pattern

6. Choose headline font to suit message (If in doubt use Gridnik 2020)
   Follow type setting guide for kerning and spacing
   Check detail text correctly spaced from headline
   1 headline font size per layout
   1 body font size per layout
7. XXX symbol added to bottom left corner
   Add sponsor tower when required

Applying the assets to black backgrounds with colour images

Black is an attractive colour when making layouts but it should not be used often. To much use of this will diminish our ownership of red and white. When using black with colour images we use the same design system as with red backgrounds.

1. AJAX Black Background

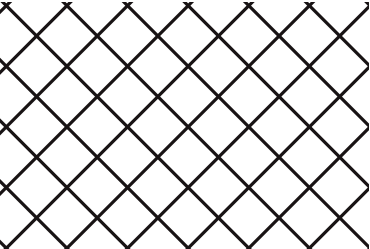2. AJAX Lock Up

3. Colour Image

4. Shirt Icon (Home Only)

5. Net Pattern (White Only)

HEADLINE TEXT
Smaller Text
Body text for details
and extra information

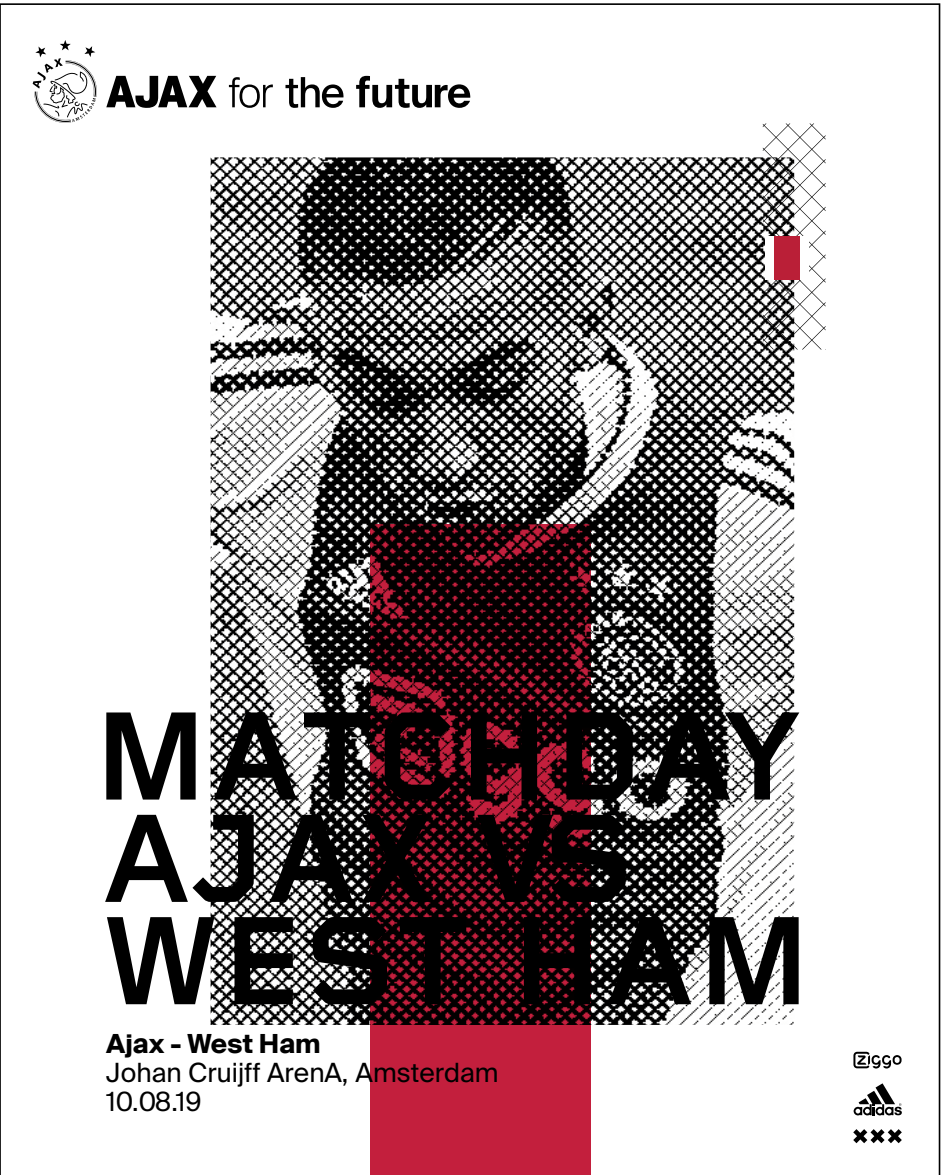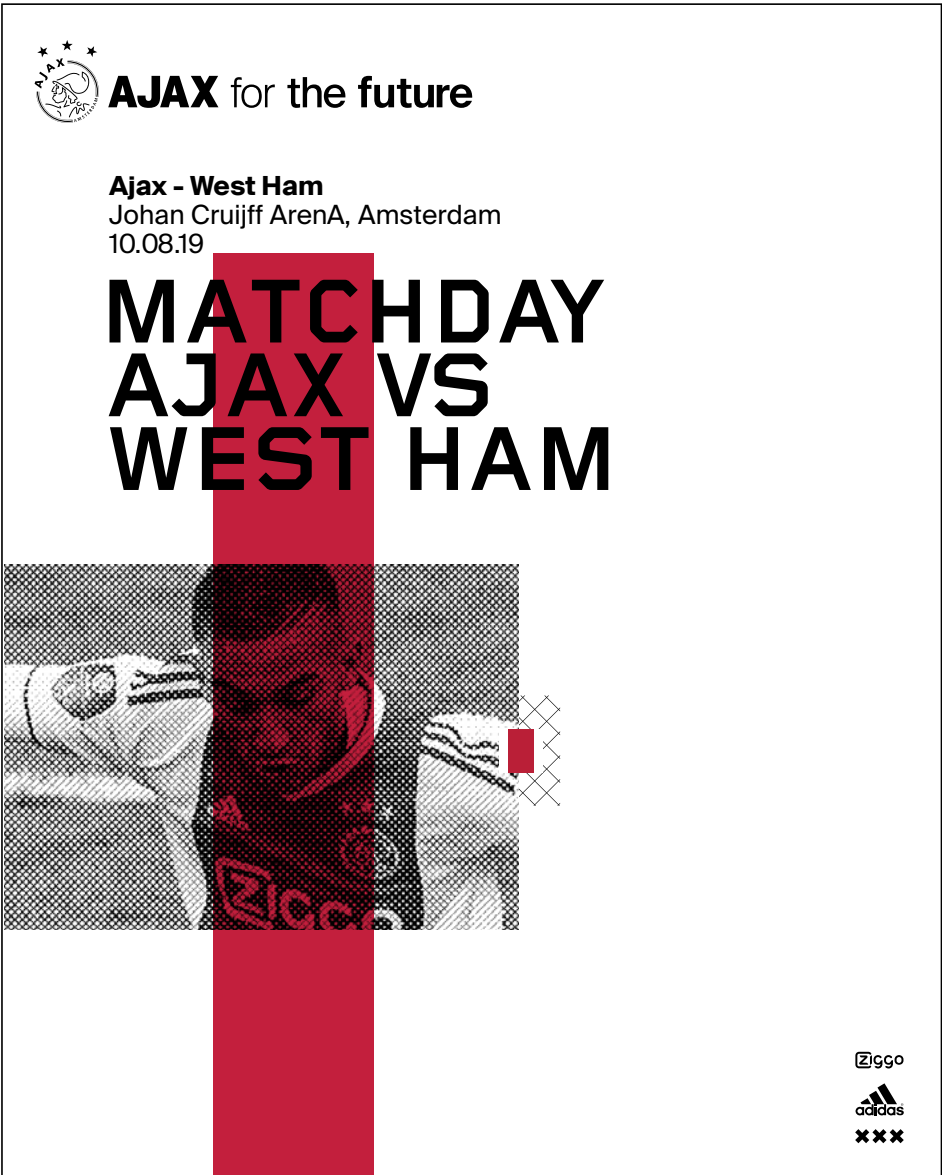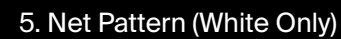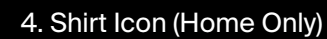6. Headline and detail text

Ziggo
adidas
✖✖✖

7. XXX symbol or Sponsor tower

Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

MATCHDAY AJAX VS WEST HAM

Ziggo
adidas
✖✖✖

Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

MATCHDAY AJAX VS WEST HAM

Ziggo
adidas
✖✖✖

✖✖✖
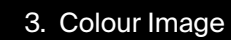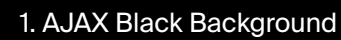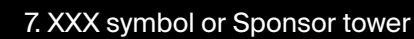
Asset list

1. AJAX Black as background colour
2. Red stripe, always placed as a top layer, over black and white halftone image
   Use as top layer above text but never above the AJAX Lock Up and XXX
3. AJAX Lock Up always place in top left corner (check spacing guide)
4. Image converted with X pattern halftone filter
   Make sure halftone pattern is visible and not too small
   Scale and crop to suit layout
5. Shirt icon must be touching the image
   Only use home icon on White backgrounds
   Icon should never be larger than the AJAX Crest
6. Net pattern should be touching the image
   Always use White on Black backgrounds
   Keep the pattern small, do not over use it
   Do not use as background pattern
7. Choose headline font to suit message (If in doubt use Gridnik 2020)
   Follow type setting guide for kerning and spacing
   Check detail text correctly spaced from headline
   1 headline font size per layout
   1 body font size per layout
8. XXX symbol added to bottom left corner
   Add sponsor tower when required

Applying the assets to black backgrounds with halftone images

Black is an attractive colour when making layouts but it should not be used often. To much use of this will diminish our ownership of red and white. When using black with halftone images we use the same design system as with white backgrounds.

1. White Background

2. Red Stripe With multiply effect

3. AJAX Lock Up

4. Halftone Image

5. Shirt Icon (Home Only)

6. Net Pattern (White Only)

HEADLINE TEXT
Smaller Text
Body text for details and extra information

7. Headline and detail text

8. XXX symbol or Sponsor tower

MATCHDAY
AJAX VS
WEST HAM

Ajax – West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

MATCHDAY
AJAX VS
WESTHAM

Johan Cruijff ArenA, Amsterdam
zat 15 maart, 2020
17:00hrs

Asset list

1. AJAX Away colour background
2. Away kit stripe, use in different scale as repeating background pattern
   Mimic the Away shirt design, do not put stripes to close together
   Use as bottom layer under all other assets
3. AJAX Lock Up always place in top left corner (check spacing guide)
4. Image converted with X pattern halftone filter
   Make sure halftone pattern is visible and not too small
   Scale and crop to suit layout
5. Shirt icon must be touching the image
   Only use home icon on White backgrounds
   Icon should never be larger than the AJAX Crest

6. Net pattern should be touching the image
   Always use White on Black backgrounds
   Keep the pattern small, do not over use it
   Do not use as background pattern
7. Choose headline font to suit message (If in doubt use Gridnik 2020)
   Follow type setting guide for kerning and spacing
   Check detail text correctly spaced from headline
   1 headline font size per layout
   1 body font size per layout
   Type can be White or Orange
8. XXX symbol added to bottom left corner
   Add sponsor tower when required

Away games with colour images

The away kit is different from the home kit and so are the social posts and other match material during these games. We use almost the same assets to create layouts, only swapping home assets and colours for away assets and colours.

1. Away Background
2. Away Stripe
3. AJAX Lock Up
4. Colour Image

5. Shirt Icon (Away Only)
6. Net Pattern (White Only)
7. Headline and detail text
8. XXX symbol or Sponsor tower

HEADLINE TEXT
Smaller Text
Body text for details
and extra information

Ajax – West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

MATCHDAY AJAX VS WEST HAM

MATCHDAY AJAX VS WEST HAM

Ajax – West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

Asset list

1. AJAX Away colour background
2. Away kit stripe, use in different scale as repeating background pattern
   Mimic the Away shirt design, do not put stripes to close together
   Use as bottom layer under all other assets
3. AJAX Lock Up always place in top left corner (check spacing guide)
4. Image converted with X pattern halftone filter
   Make sure halftone pattern is visible and not too small
   Scale and crop to suit layout
5. Shirt icon must be touching the image
   Only use home icon on White backgrounds
   Icon should never be larger than the AJAX Crest small, do not over use it
   Do not use as background pattern

6. Net pattern should be touching the image
   Always use White on Black backgrounds
   Keep the pattern small, do not over use it
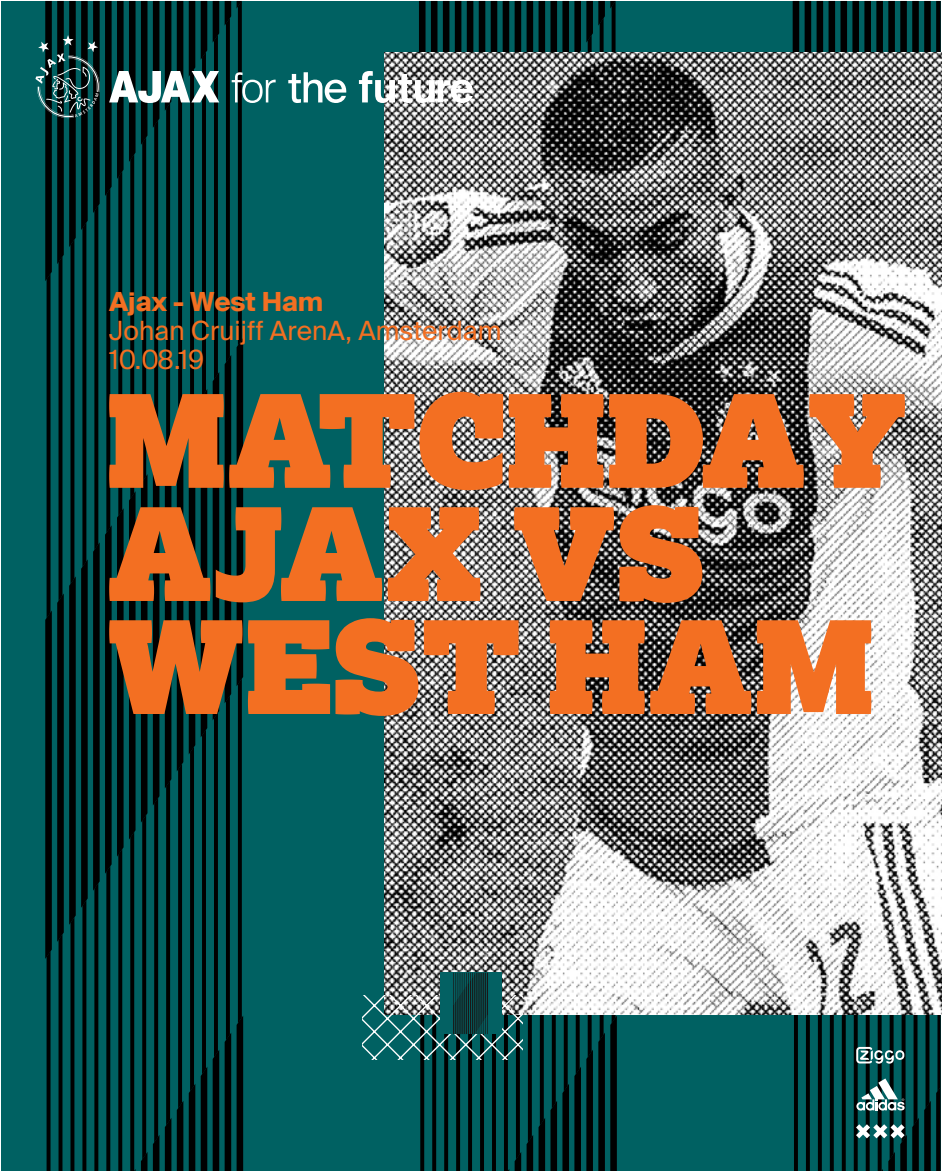   Do not use as background pattern
7. Choose headline font to suit message (If in doubt use Gridnik 2020)
   Follow type setting guide for kerning and spacing
   Check detail text correctly spaced from headline
   1 headline font size per layout
   1 body font size per layout
   Headlines must be Orange when using black and white images
8. XXX symbol added to bottom left corner
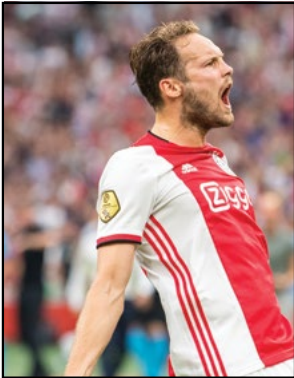   Add sponsor tower when required

Away games with halftone images

The away kit is different from the home kit and so are the social posts and other match material during these games. We use almost the same assets to create layouts, only swapping home assets and colours for away assets and colours.

We always use Orange headlines with halftone images in the away colour scheme.

1. Away Background

2. Away Stripe

3. AJAX Lock Up

4. Colour Image

HEADLINE TEXT
Smaller Text
Body text for details
and extra information

5. Shirt Icon (Away Only)

6. Net Pattern (White Only)

7. Headline and detail text

8. XXX symbol or Sponsor tower

Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

MATCHDAY
AJAX VS
WEST HAM

MATCHDAY
AJAX VS
WEST HAM
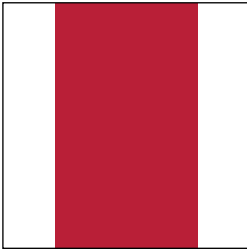
Ajax - West Ham
Johan Cruijff ArenA, Amsterdam
10.08.19

Asset list
1. Full surface image background
2. AJAX Lock Up always place in top left corner (check spacing guide)
3. Shirt icon is optional and should only be used as a small detail
4. Net pattern is optional and should only be used as a small detail
5. Choose headline font to suit message (If in doubt use Gridnik 2020)
   Follow type setting guide for kerning and spacing
   Check detail text correctly spaced from headline
   1 headline font size per layout
   1 body font size per layout
   Type can be White or Black to suit the image
6. XXX symbol added to bottom left corner
   Add sponsor tower when required
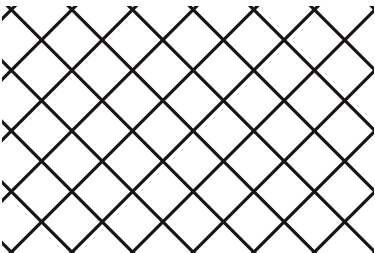
Applying the assets to full surface images
Sometimes we want the image to take the lead, in these occasions we reduce the amount of asset to let the image do the talking.

This layout is best saved for truly epic moments.

1. Image Background

2. AJAX Lock Up

3. Shirt Icon (Optional)

4. Net Pattern (Optional)

HEADLINE TEXT
Smaller Text
Body text for details
and extra information

5. Headline and detail text

Ziggo
adidas
✖✖✖

6. XXX symbol or Sponsor tower

AJAX for the **future**

Ryan Gravenberch
Best talent of the first period
in the Keuken kampioen Divisie

**BEST
TALENT**

AJAX for the **future**

**MAN OF
THE MATCH**

Hakim Ziyech
2019-05-08
Ajax - Tottenham Hotspur
Johan Cruijff ArenA

A FEW THINGS TO AVOID

Do not...

add new assets
use old assets
the net pattern as a background pattern
change the colour of the net pattern
use red or other colours for headlines text
use the away icon on other backgrounds
apply the halftone pattern too small
use the red stripe to hold text content
use paper textures
over do it

ANOTHER
# DIMENSION

Adding another dimension to layouts

For social media there is a secondry series of assets that can be used to create a series of abstract illustrations. These assets can be applied to red or black backgrounds. They all have a gradient fill from Ajax dark red to transparent. The gradients have no fixed direction and vary to suit the visual.

The icons capture the essence of our game: a ball, speed, direction, time and Amsterdam. The illustrations are purposfully simple. Uncomplicated arrangments work best without complicating the text and image layers.

The purpose behind these icons is to add a dimension without detracting from the message.
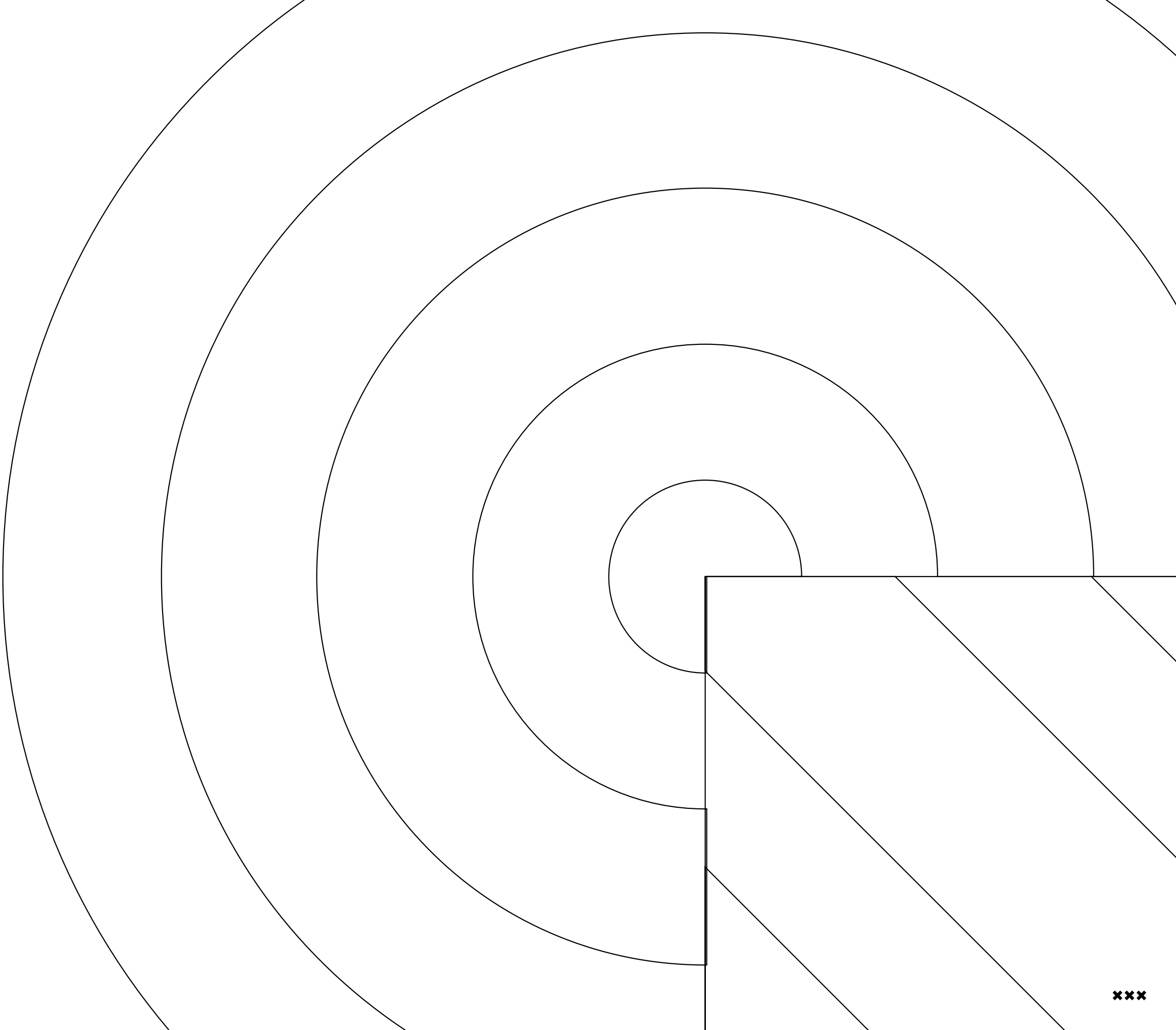
Core icons
1. Ball
2. Target
3. Direction arrow
4. Speed (use large to give the feeling of speed)
5. Time gradient (use to fill blocks of space to keep illustrations simple)
6. XXX with random gradient directions
7. Ball direction (rotate to change the direction of the ball)
8,9. Shooting ball and target asset
10. Stripes from the away kit adding the speed dynamic
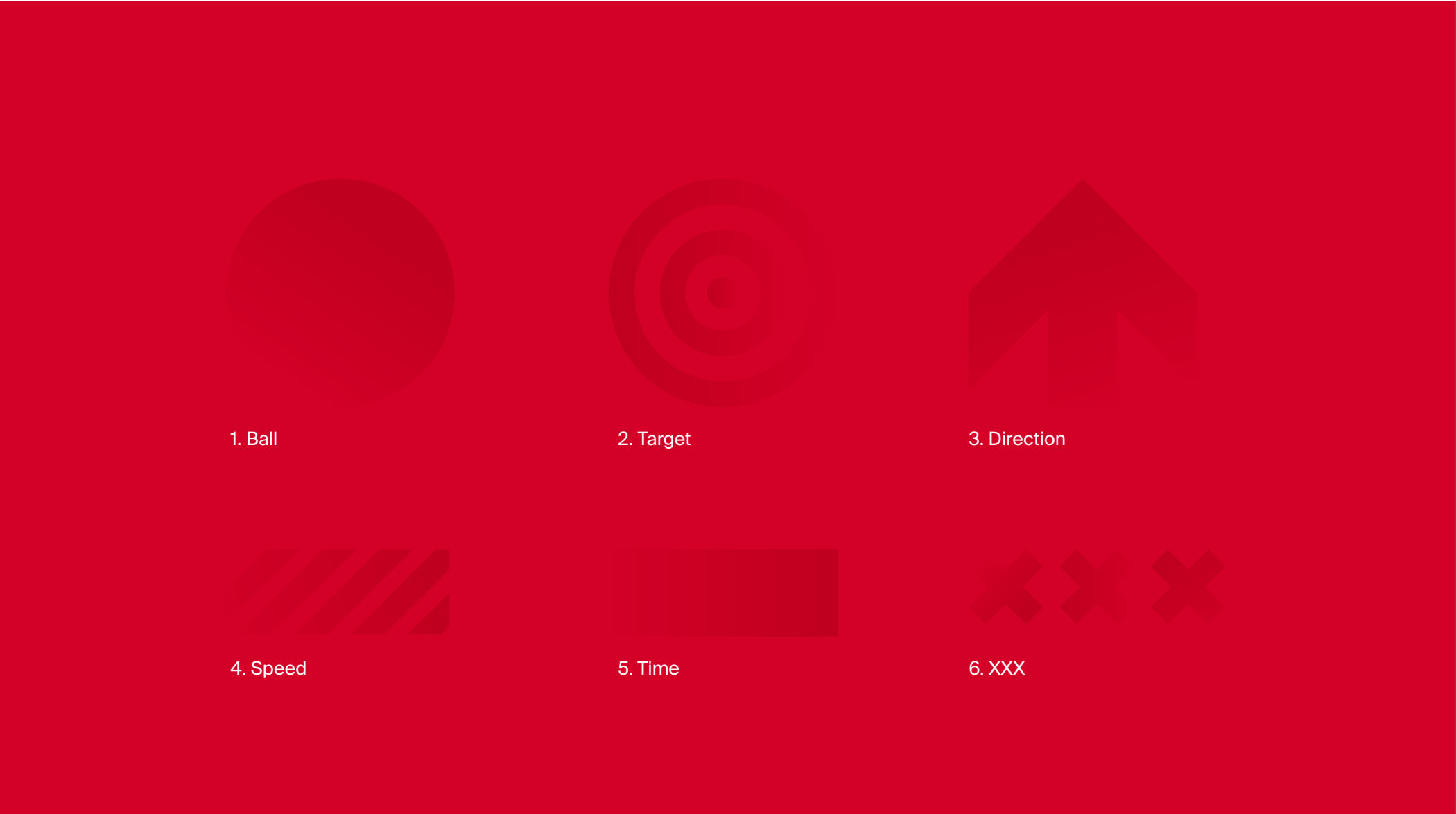
Applying the assets to Red backgrounds
Asset layer set to **Multiply** with 25 - 35% Opacity
All assets have a gradient fill from Ajax Dark Red (#8A2B29) to transparent

1. Ball

2. Target

3. Direction

4. Speed

5. Time

6. XXX

7. Ball direction

8,9. Ball direction / On target

10. Stripes

Ball and target variations
1–8. Some of the variations possible using the core components to create more
dynamic ball and target illustrations.

1. Ball variation

2. Ball variation

3. Ball variation

4. Target variation

5. Target variation

6. Ball variation

7. Ball variation

8. Target variation
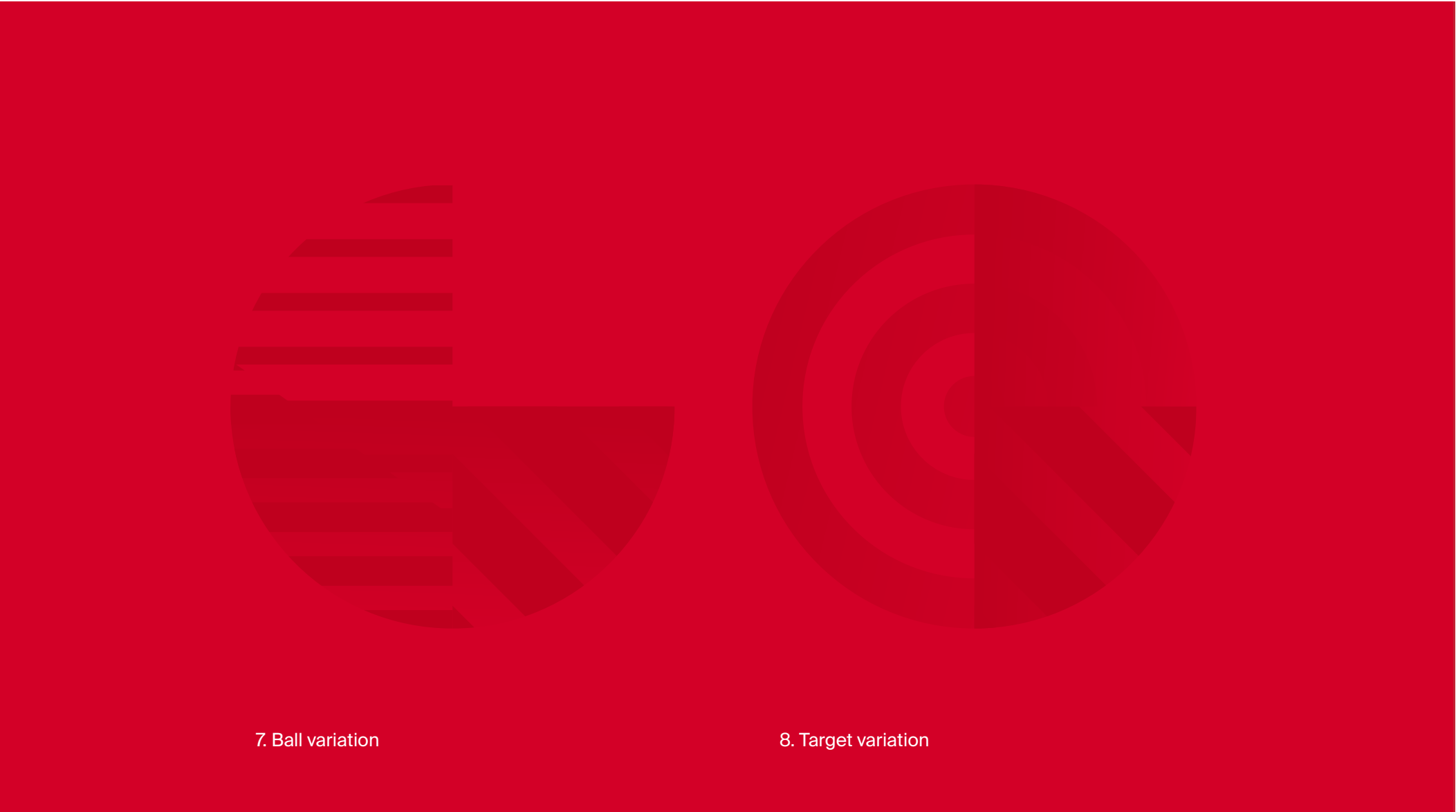
Background illustrations
Shown here are 2 examples from the series of background illustrations. Simple and bold shapes lift the content above it from the surface.

Layout examples
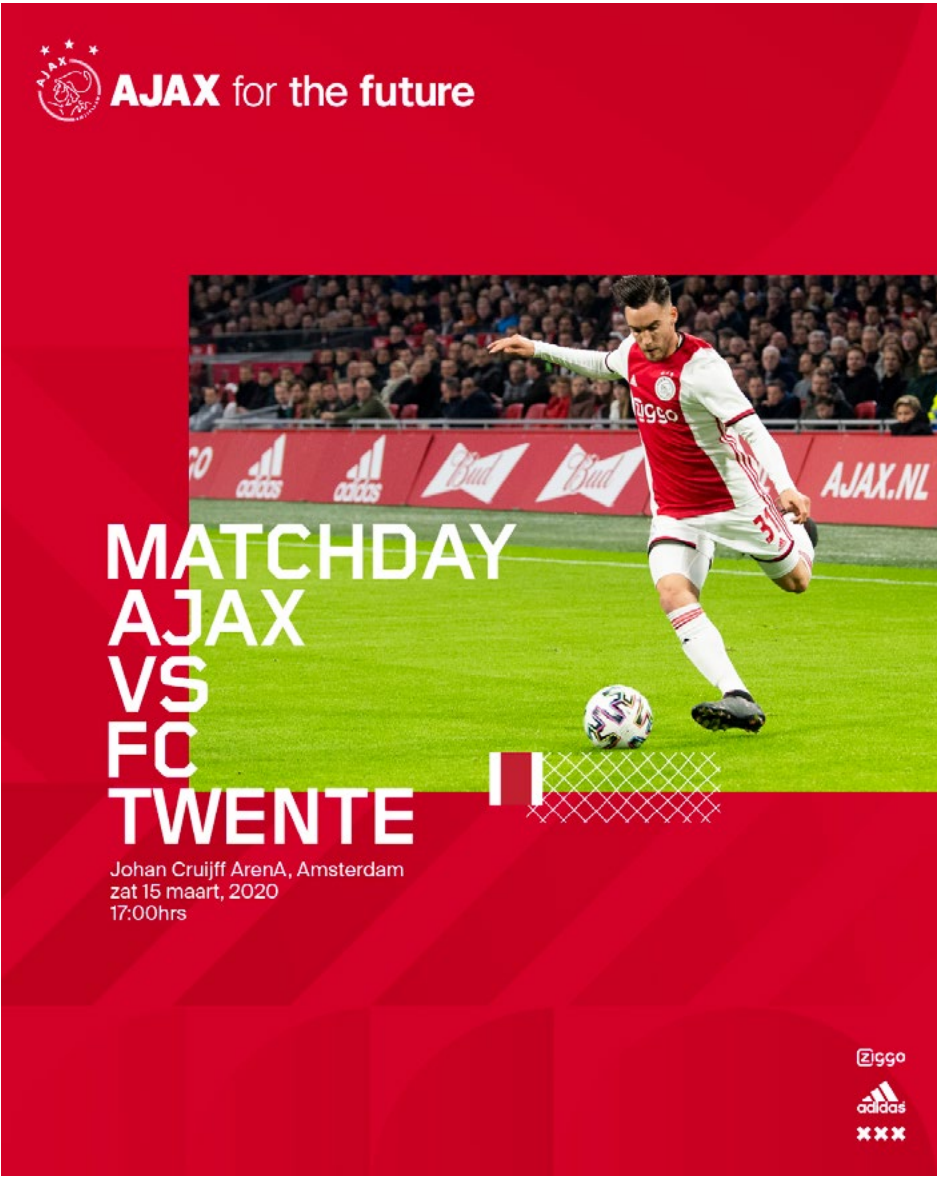Visible but not in the way of the top layers.
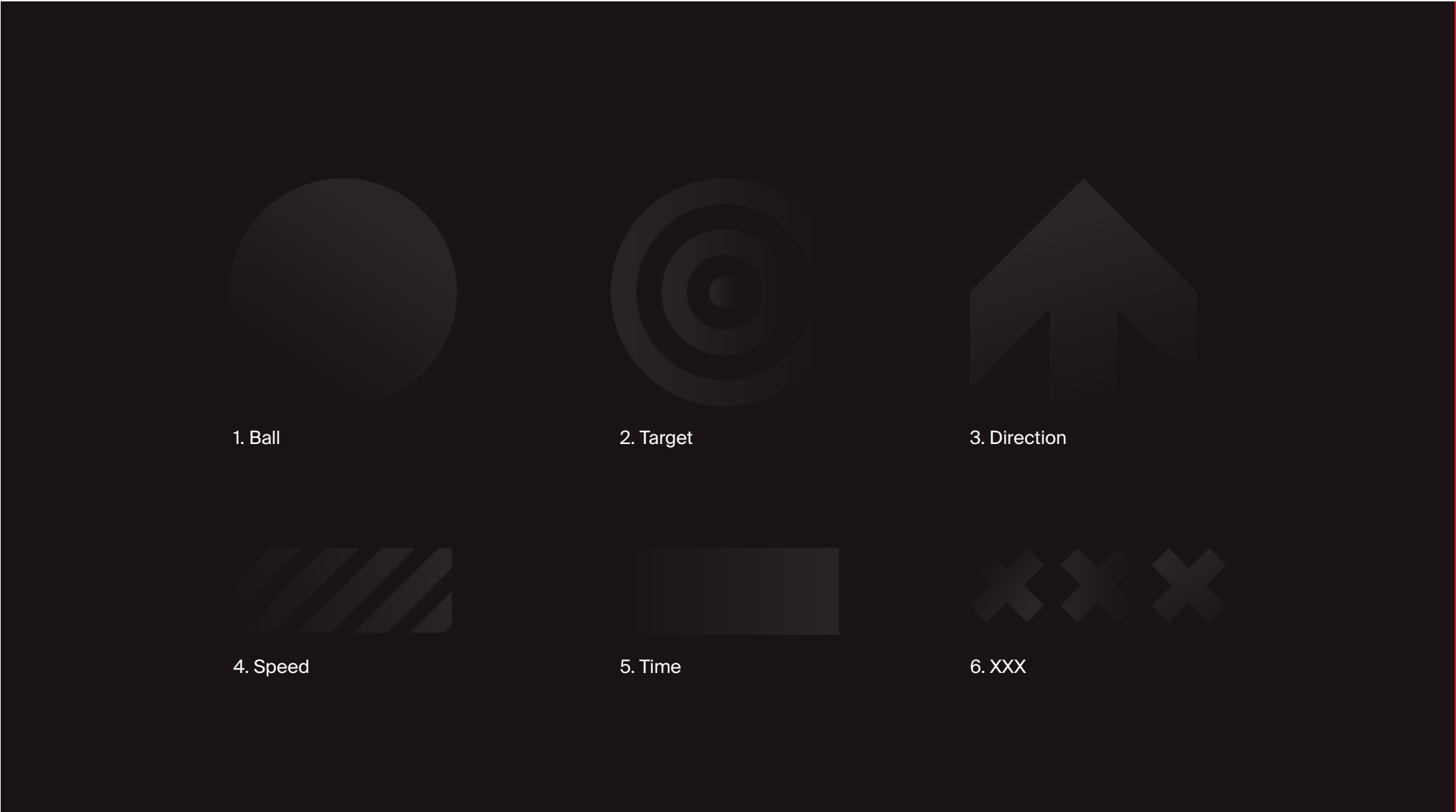The content and asset layers follow the standard layout guidelines.

Layout examples
Visable but not in the way of the top layers.
The content and asset layers follow the standard layout guidelines.

Core icons
1. Ball
2. Target
3. Direction arrow
4. Speed (use large to give the feeling of speed)
5. Time gradient (use to fill blocks of space to keep illustrations simple)
6. XXX with random gradient directions
7. Ball direction (rotate to change the direction of the ball)
8,9. Shooting ball and target asset
10. Stripes from the away kit adding the speed dynamic

Applying the assets to Black backgrounds
Set the layer to **Luminosity** with 25 - 35% Opacity.
All assets have a gradient fill from Ajax dark red (#8A2B29) to transparent.

1. Ball

2. Target

3. Direction

4. Speed

5. Time

6. XXX

7. Ball direction

8,9. Ball direction / On target

10. Stripes

Ball and target variations
1–8. Some of the variations possible using the core components to create more dynamic ball and target illustrations.

1. Ball variation

2. Ball variation

3. Ball variation

4. Target variation

5. Target variation

6. Ball variation

7. Ball variation

8. Target variation

AJAX for the future

Background illustration
Shown here are 2 examples from the series of background illustrations. Simple and bold shapes lift the content above it from the surface.The method of application differes from the red versions in order to give the illustration more visability.

×××

×××

AJAX for the future

Layout examples
Visable but not in the way of the top layers.
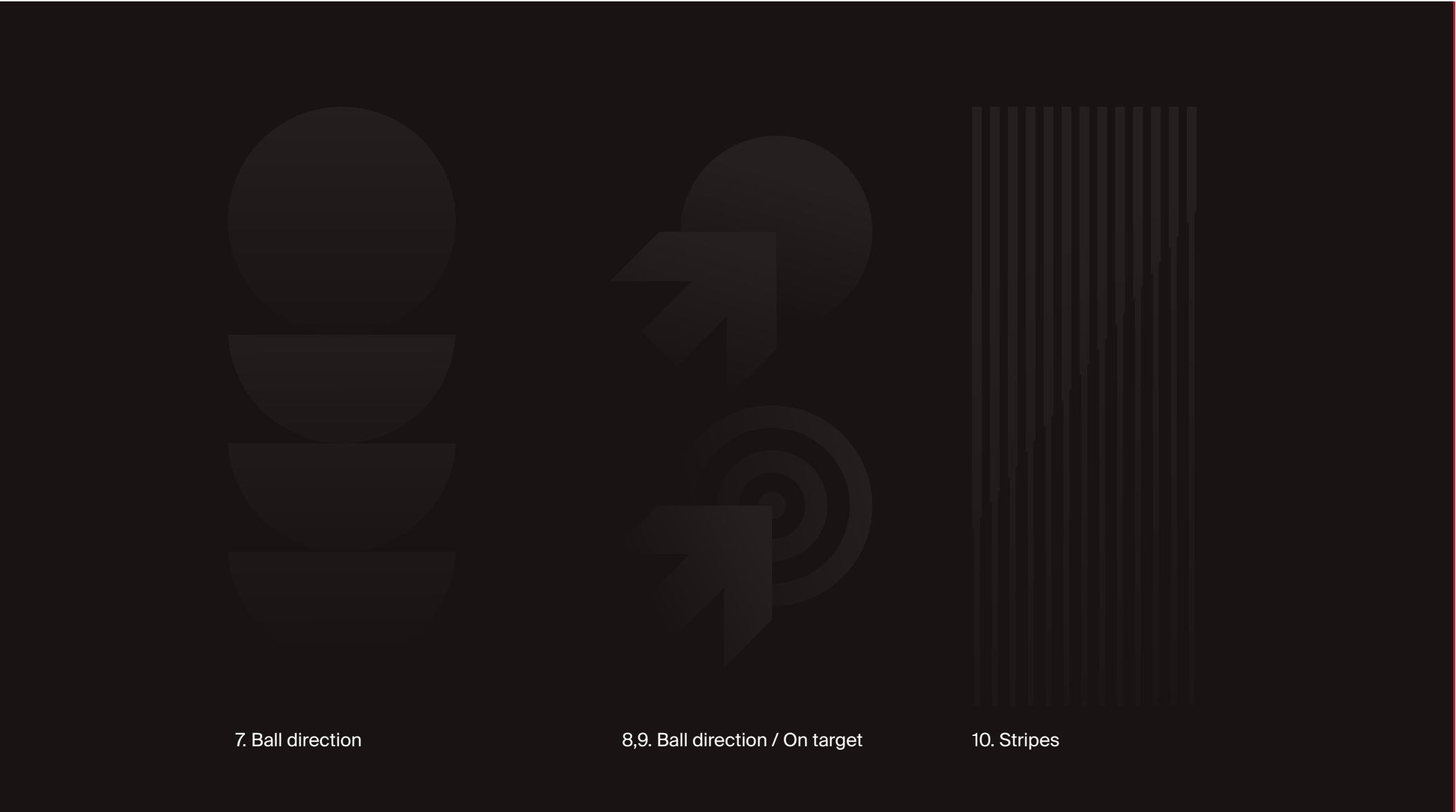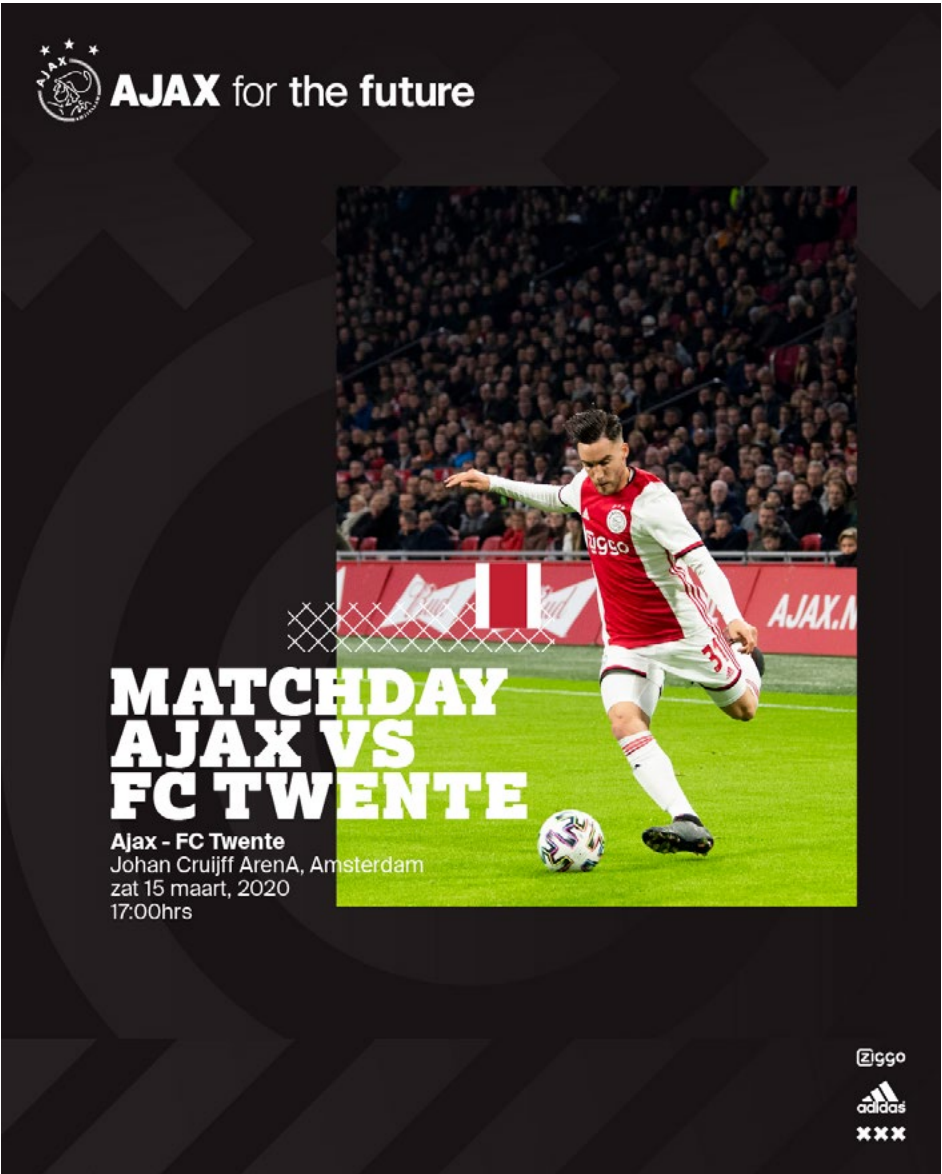Content and asset layers follow standard layout guide lines.

Layout examples
Visable but not in the way of the top layers.
Content and asset layers follow standard layout guide lines.

THE VIDEO GRID IS A LITTLE DIFFERENT

Bumpers and wipes
A selection of intros, outro, text wipes and other tools are available on the AJAX server for internal use. These assets are constantly evolving so please consult with media and design departments for details.

AJAX for the future

Video is a little different
For TV and video post we need to adapt the existing system to work best on screen.
Here we do not place the logo at 50% C or even 100% C. When suitable we use the
industry standard title safe and action safe zones to align logos and text blocks.

...

Video, Standard Grid
▰▰▰ Title and Action safe markers
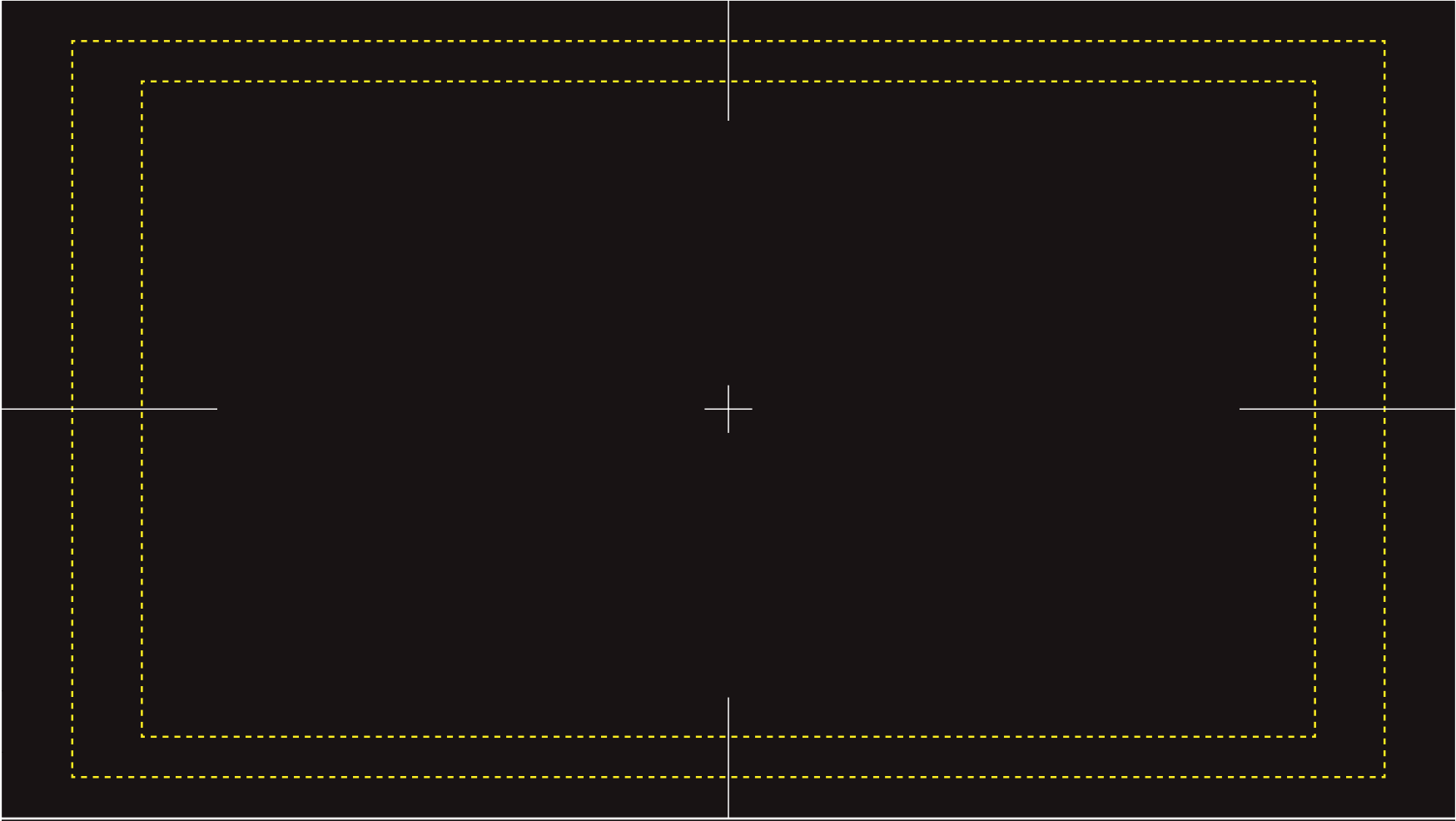
✕✕✕

✕✕✕

AJAX Shirt Icon kicks of all the action
We use the Shirt Icon animation to introduce almost everything, it is used at the beginning and end of screen wipes, Clock and score card, lower thirds intro's and outro's.

AJAX Shirt Icon animation
When using the Shirt Icon for screen wipes the transition always comes from the center of the screen. How the icon arrives at the center point can vary, it might animate directly in the center or appear on screen else where and move towards the center point (we call this the pre-animation).

We have multiple version of the pre-animation. For example in some occasions we use multiple Shirt Icons to symbolize player formation, these icons move across the screen with one passing the screen center and completing the screen wipe. The possibilities for this pre animation are endless.
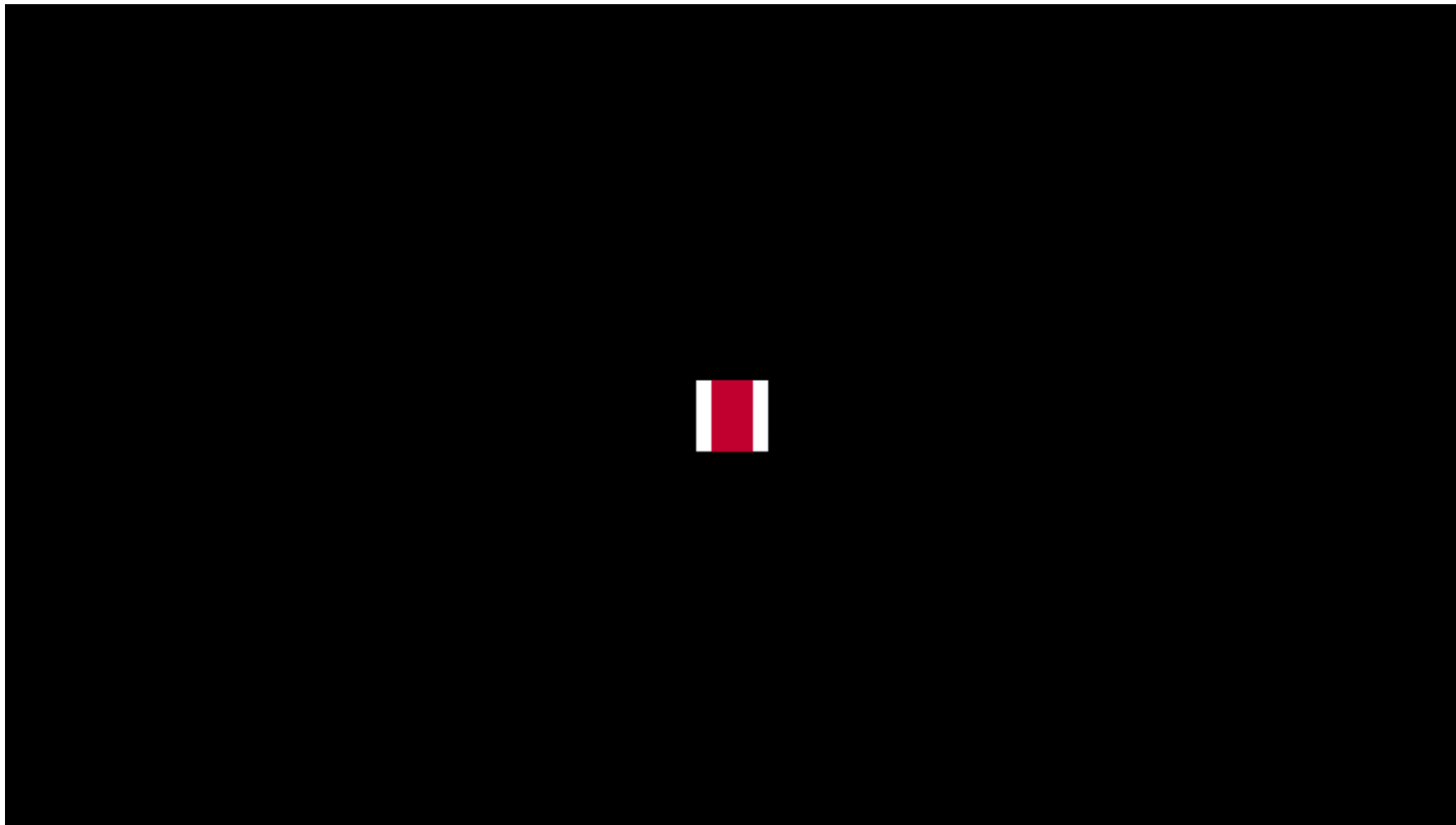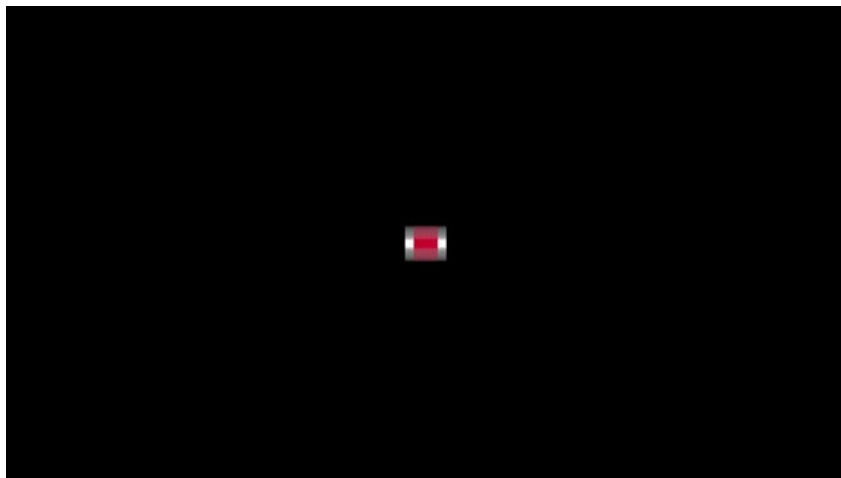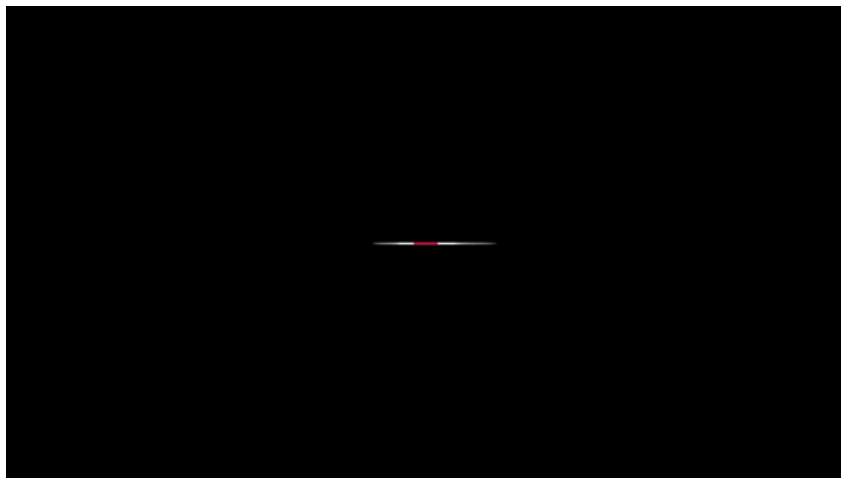
AJAX Shirt Icon animation screens
Shown here screens from the Shirt Icon introduction animation. From nothing to icon in a split second.
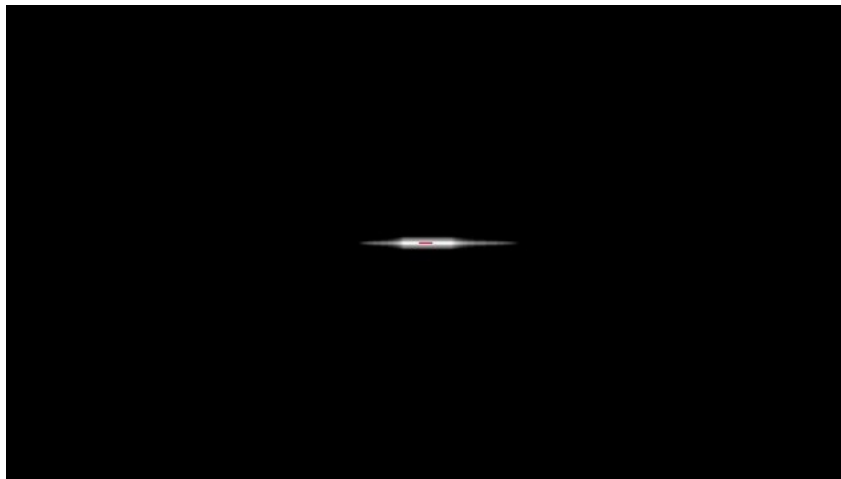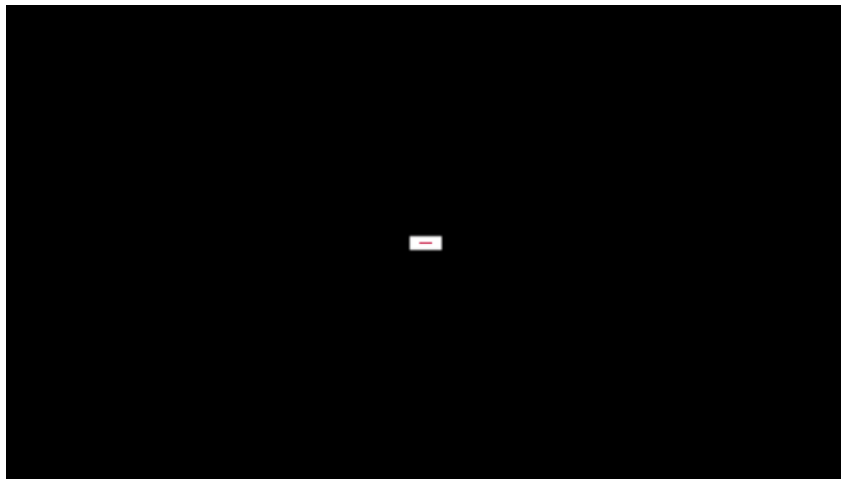
Info wipe

We zoom into the Shirt Icon and let the red fill the screen. during this wipe the text is using the animation setting to appear. Shown here is the basic text layout for simple messages.

Logos and XXX are optional on info screens.
Texts have a specific animation settings which is used on all text in any situation.

Text Standard Size - 4 Lines

MATCHDAA
HIGHLIGH
WIZ
KLAAS Y

MATCHDAY
HIGHLIGHTS
WITH
KLAAS JAN

AJAX v AZ
12.02.19

xxx   xxx

Text Mid Sized - 3 Lines

We use the Shirt Icon animation to introduce almost everything, it is used at the beginning and end of screen wipes, Clock and score card, lower thirds intro's and outros.

...

Text Large Sized - 1 Lines

...

...

GOAL #4 JURGEN EKKELENKAMP

AJAX v AZ
12.02.19

HIGHLIGHTS

xxx

xxx

AJAX for the **future**

Score clock
Our score/time block is introduced by the Icon animation which grows to accommodate the time and score details. This block is large enough to cover any broadcasters version that might be on match footage.

There are 2 sizes available incase of larger sender graphics.
Texts have a specific animation settings which is used on all text in any situation.

Clock large
....

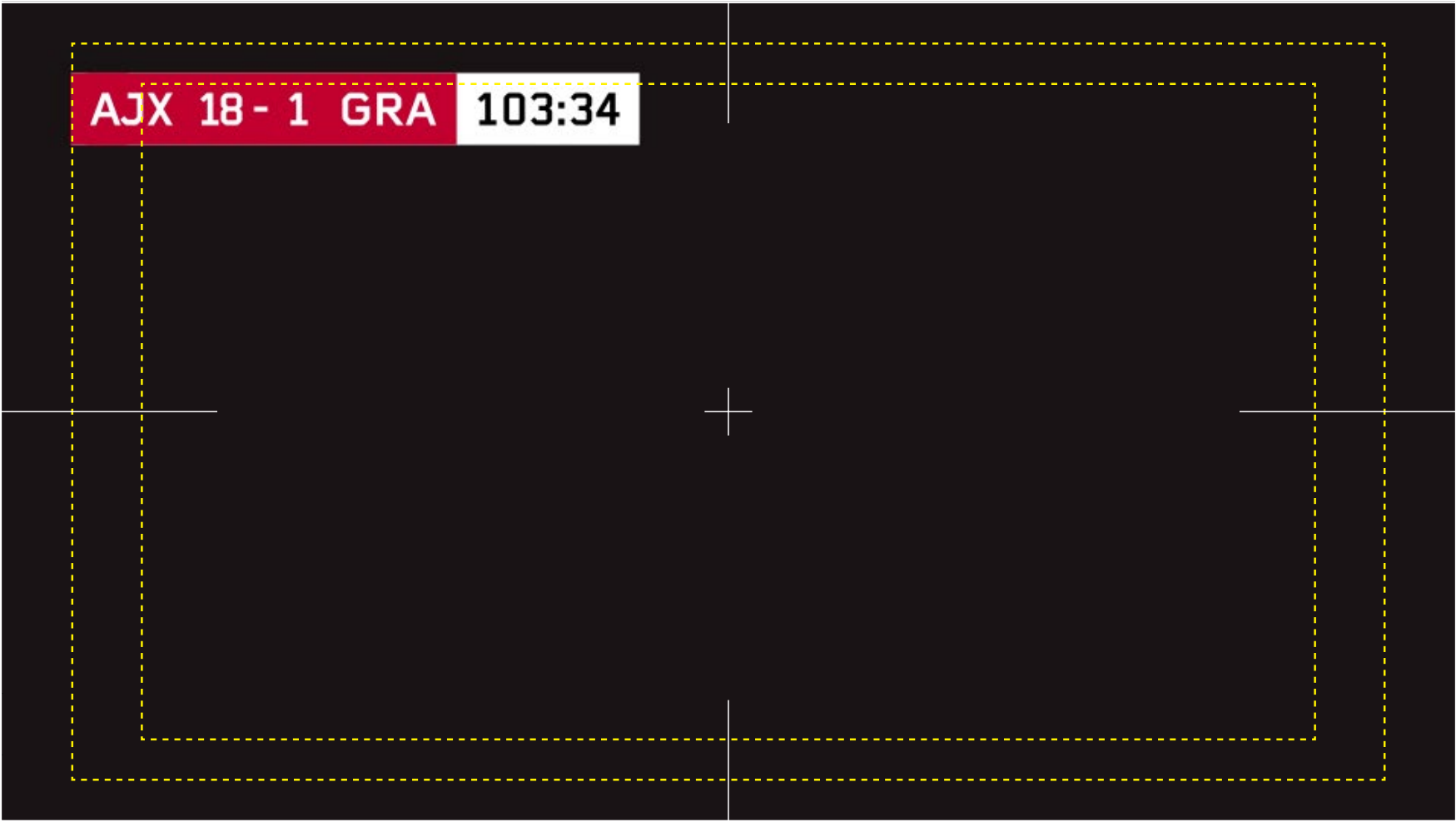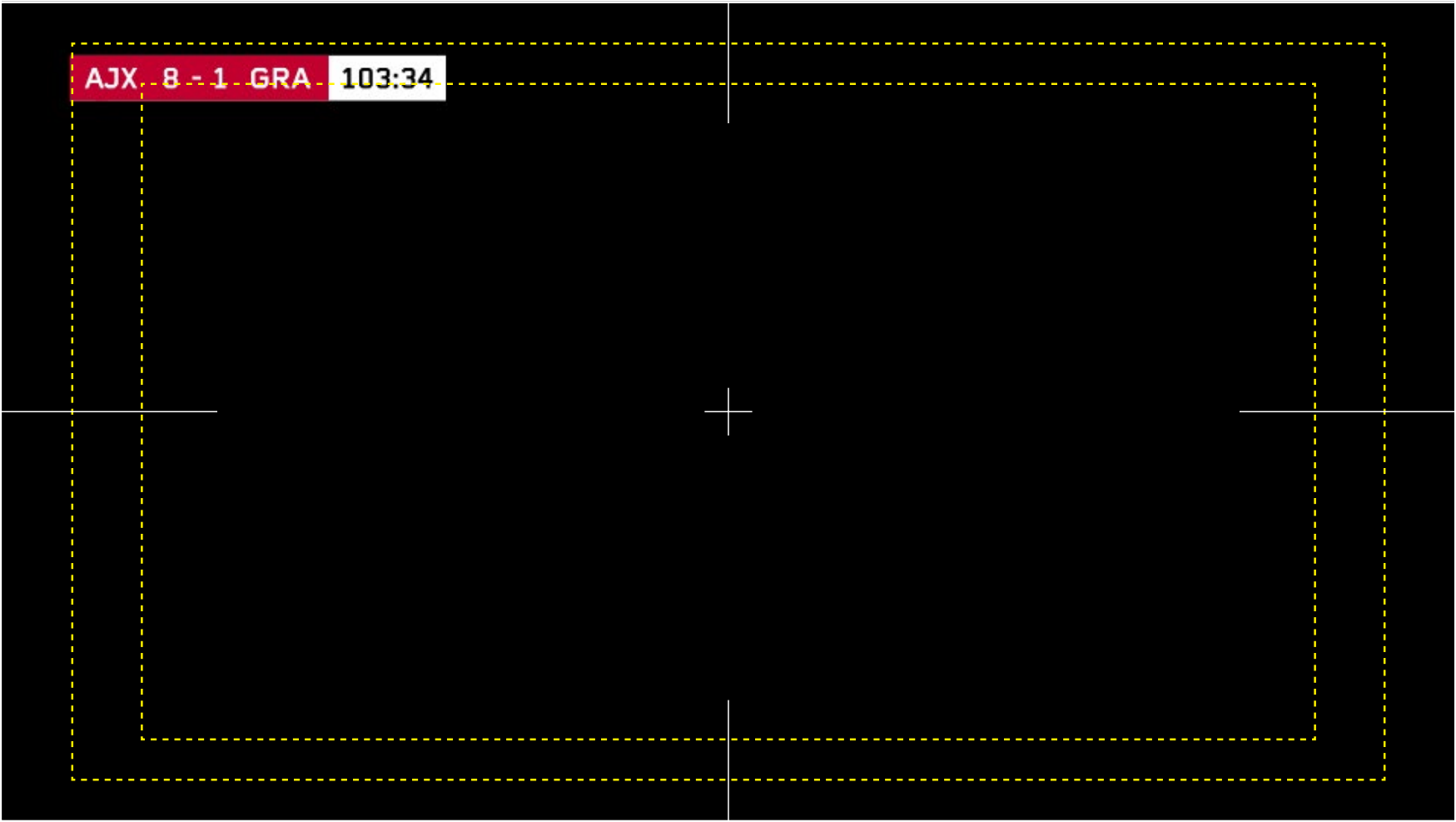AJX 8 - 1 GRA 103:34

AJX 18 - 1 GRA 103:34

xxx

xxx

Crest only
Our score/time block is introduced by the Icon animation which grows to accommodate the time and score details. This block is large enough to cover any

Logo and XXX symbol
For video we move the logo and the XXX to the lower part of the screen, this is to avoid broadcast issues with sender logos.

The AJAX TV logo and XXX have custom glitch animations created to introduce them or to be used in a periodic loop. There are home and away version of these.

Lower third Mid width
The lower third is introduced by the Icon animation which grows to accommodate the details.

Texts have a specific animation settings which is used on all text in any situation.

Lower third Mid width
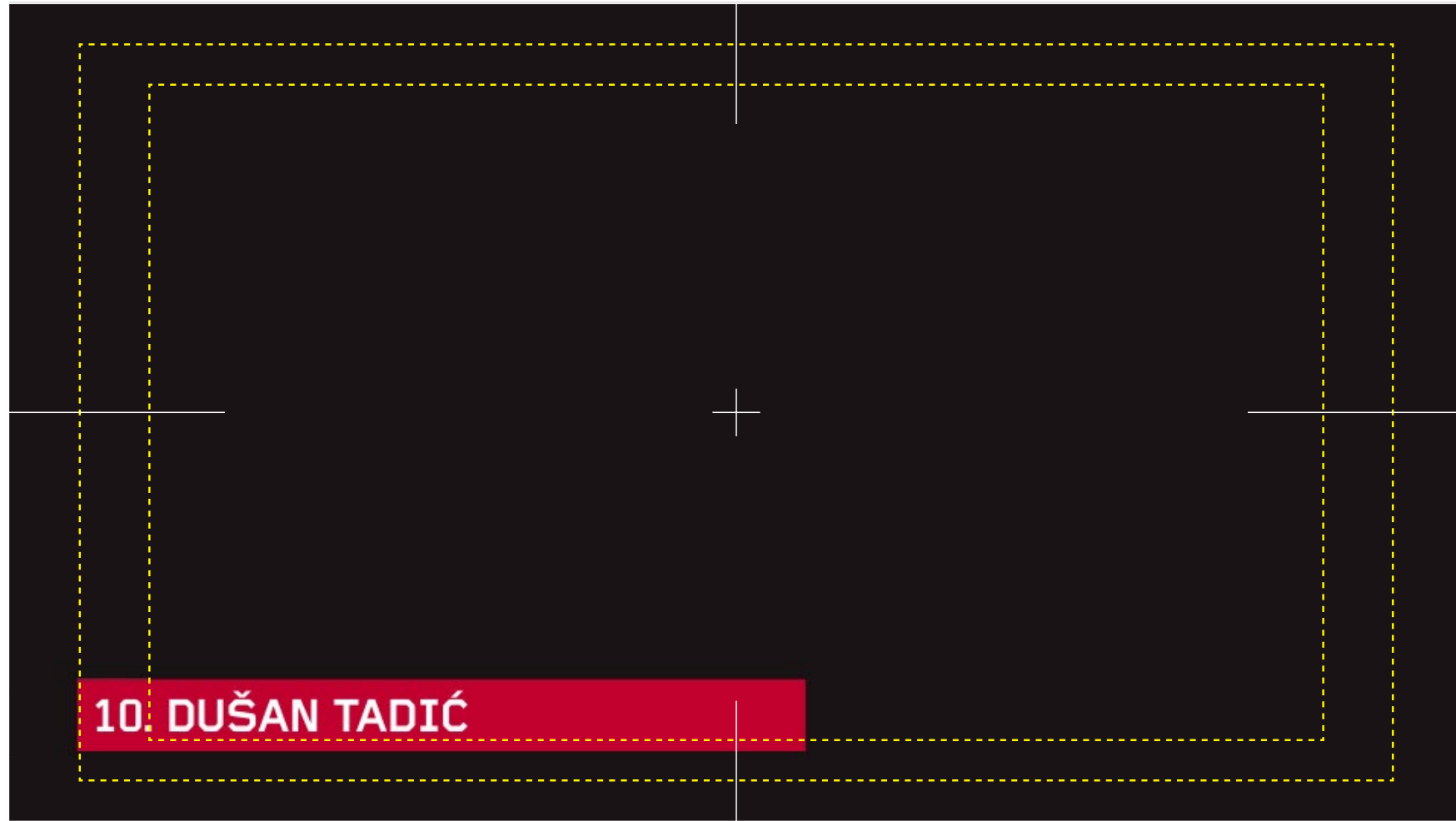The lower third is introduced by the Icon animation which grows to accommodate the details.

Texts have a specific animation setting which is used on all text in any situation.

10 DUŠAN TADIĆ

ERIK TEN HAG - AJAX MANAGER

Intro

Often the basic information layout is not enough and additional layouts are required.
When creating new layouts follow the typography guides earlier in this manual.

Wipes evolve from the Shirt Icon animation and always have red background.
Text can also be placed without the red background, placed directly on the footage.

Align text and Logos with the title safe side lines.

Texts have a specific animation settings which is used on all text in any situation.

Outro

...   ...

THANKS FOR WATCHING SUBSCRIBE BELOW

Ready for the bridge

Ziggo

adidas

✖✖✖

THANKS FOR WATCHING SUBSCRIBE BELOW

Ready for the bridge

Ziggo

adidas

AJAX

✖✖✖

RETAIL AND PACKAGING

Packaging

Labels, bags and all items follow the same structure for creating the base grid.
Add the logo and statement in the top left corner and the XXX icon in the opposite corner.

Special products and luxury items will have custom packaging.
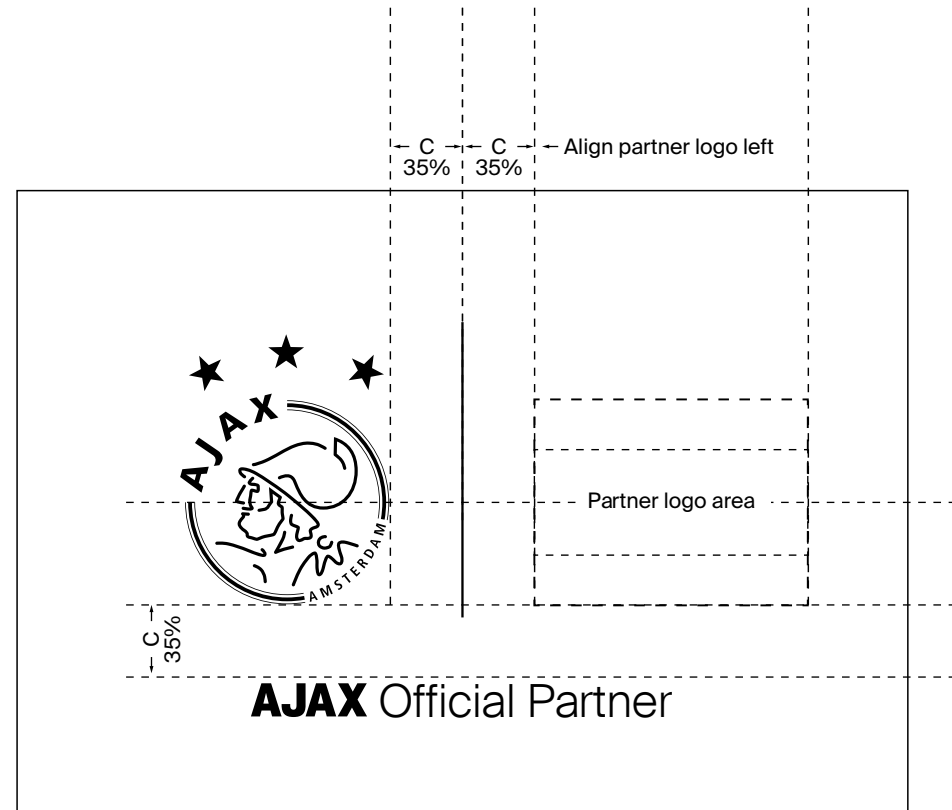
Engage with the fans

Items such as shopping bags can easily be updated to carry a club or match specific message. This is a great way to engage with fans and have some fun at the same time.

AJAX for the future

AJAX for the future

DON'T
WORRY
ABOUT
A THING
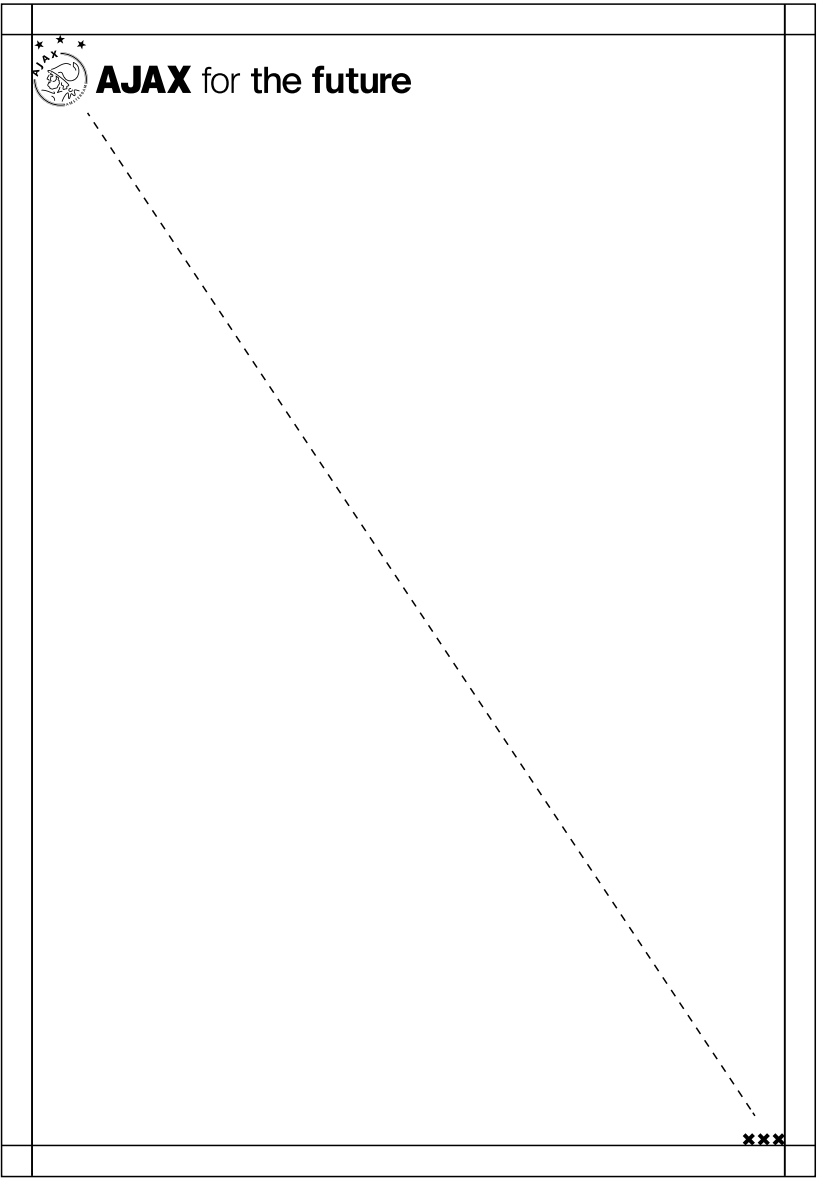
PARTNER
LOCK UPS

Partner badges
Combining logos is tricky as each is fighting for attention. Place the partner logo in the designated area and scale until it fills either the width or height. Align it to the left of that area. If the partner logo is visually overpowering the AJAX Crest adjust it visually until it feels balanced.

C
35%

C
35%

Align partner logo left

Partner logo area

C
35%

AJAX Official Partner

AJAX Official Partner

AJAX Official Partner

AJAX Official Partner

AJAX Official Partner

AJAX Official Partner

✕✕✕

THE FUTURE IS ENDLESS

AJAX