Anuket

Brand Guidelines

Contents

The following is the primary full-colour logo and icon.

The following is the Anuket Icon.

MARK

LOGOTYPE

PRIMARY ICON

The black version of the Anuket logo should be used when only one color is available for printing.

The white or knockout version should be used over black and colored backgrounds or low-contrast images.
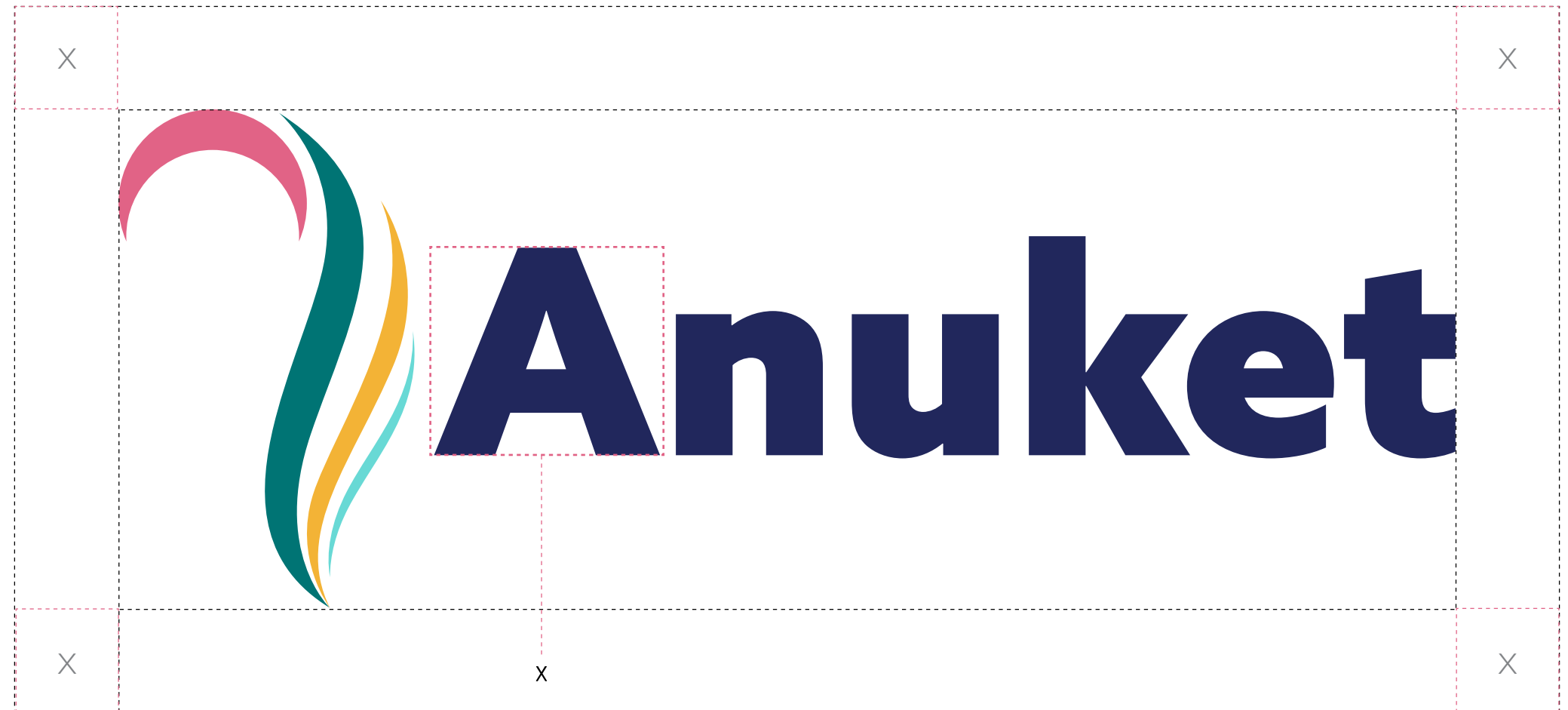
BLACK

WHITE

KNOCKOUT

Clear space is the minimum "breathing room" maintained around the Logo.

To work out the clearspace take the height of the "A", and divide it in half.

(Clearspace = "A" Height /2)

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.

The integrity of the Anuket logo must be respected at all times. Do not alter, recreate OR distort the mark in any way.

Please use approved electronic art when reproducing the Anuket logo.

SCALE Do not play with the scale and perspective, or alter the proportions of the mark.

ORIENTATION Do not change the orientation of the mark by rotating it in any way.

PROPORTIONS Do not change the proportions of the logotype and mark.

COLOR Do not reverse, change, or add colors to the mark.

EFFECTS Do not add any effects such as a drop shadow, outline, etc., to the mark.

MARK Do not change the layout of the logo.

CONTRAST Do not use backgrounds that have the same colors used in the mark. Use the appropriate knockout mark on page 3.

CONTRAST Do not use backgrounds that are low in contrast, compromising its visibility. Use the appropriate knockout mark on page 3.

CONTRAST Do not place the mark on images that are too complex or too dark, compromising its visibility.

The anuket color palette represents a vibrant, dynamic and forward-looking brand.

The selected palette provides a foundation for color consistency across diverse types of layouts.

Primary

MEDIUM TURQUOISE
PANTONE 3242C
HEX 6BDAD5
CMYK 51 0 22 0
RGB 107 218 213

TEAL
PANTONE 7718C
HEX 007473
CMYK 100 32 56 13
RGB 0 116 115

GAINSBORO
PANTONE 7486C
HEX 007473
CMYK 100 32 56 13
RGB 0 116 115

MEDIUM SEA GREEN
PANTONE 7449C
HEX 00CE7C
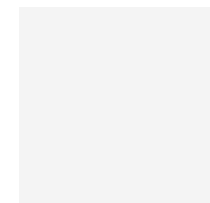CMYK 70 0 72 0
RGB 0 206 124

Accent

SANDY BROWN
PANTONE 143C
HEX F5B335
CMYK 3 32 91 0
RGB 245 179 53

PALE VIOLET RED
PANTONE 7423C
HEX E36386
CMYK 6 76 26 0
RGB 0 116 115

Grays & Dark

WHITE SMOKE
HEX F4F4F4
CMYK 3 2 2 0
RGB 244 244 245

LIGHT GRAY
PANTONE COOL
GRAY 2 C
HEX D0CFCD
CMYK 18 14 15 0
RGB 0 116 115

MIDNIGHT BLUE
PANTONE 2758C
HEX 001e61
CMYK 100 93 30 30
RGB 0 30 97

DARK MIDNIGHT BLUE
PANTONE 2765C
HEX 1f1646
CMYK 97 99 38 45
RGB 31 22 70

Amaranth is the primary font and should be used for all Anuket Headers when possible.

Open Sans should be used for body copy text.

LINKS TO FONT AND WEB FONT

fonts.google.com/specimen/Amaranth
fonts.google.com/specimen/Open+Sans

PRIMARY FONT: Amaranth

AaBbCc123

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

AaBbCc0123
Amaranth Bold

AaBbCc0123
Amaranth Italic

AaBbCc0123
Amaranth Bold Italic

AaBbCc0123
Amaranth Regular

BODY COPY FONT: Open Sans

AaBbCc123

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

AaBbCc0123
Open Sans Regular

AaBbCc0123
Open Sans Bold

AaBbCc0123
Open Sans Italic

AaBbCc0123
Open Sans Bold Italic

Overall type hierarchy enhances communication while strengthening the visual identity.

Use the typography guide to set headlines and body copy in your layout. Adhering to these styles will ensure a consistent style across all Anuket communications.

HEADER: Amaranth Title Case

Lorem Ipsum Is Simply Dummy Text.

Lorem Ipsum Is Simply Dummy Text.

Lorem Ipsum Is Simply Dummy Text.

Lorem Ipsum Is Simply Dummy Text.

SUB-HEAD: Open Sans in Sentence Case

Lorem ipsum is simply dummy text.

Lorem ipsum is simply dummy text.

Lorem ipsum is simply dummy text.

Lorem ipsum is simply dummy text.

BODY COPY: Open Sans

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Anuket

Thank You

For questions pertaining to usage, please email
marketing@anuket.io