

PRIMARY LOGO & IDENTITY GUIDELINES

SECONDARY LOGO



DARK BLUE indicates Clear Space, this area must be kept free of other elements. **LIGHT BLUE** padding indicates Safe Zone. **WHITE LINES** indicates type and element alignment and boundaries



The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

COLOUR SPECIFICATIONS

S

C00 M00 Y00 K75
#404040
64-64-64
Solid Coated Black 7 C
RAL 7016

A

C96 M3 Y28 K0
#009bb5
2-155-181
Solid Coated 7459 C
RAL 5024



C100 M40 Y30 K17
#006583
22-102-132
Solid Coated 7699 C
RAL 5009



C35 M5 Y0 K15
#8DCFDA
141-207-218
Solid Coated 629 C
RAL 6027



C35 M28 Y28 K0
#A9A9AA
169-169-170
Solid Coated Cool Gray 6 C
RAL 9006



C0 M0 Y0 K0
#FFFFFF
255-255-255
Solid Coated 663 C
RAL 9016

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS



Minimum Logo Width - 30mm
30mm is the safest minimum size.



Website Favicon
Usually saved as a .ico at 16px.



Social Profile Images
Twitter, FaceBook, Flickr etc.

FONT USED IN LOGOTYPE

1 2 3 4 5 6 7 8 9 0
! @ £ \$ % ^ & * () - = +
A B C D E F G H I J K L M O P
Q R S T U V W X Y Z

Nexa-Bold (CUSTOMIZED)

ALTERNATIVE LOGO FOR SMALL SOLUTIONS



In case the Y logo dimension height is smaller than 5mm, the logo can be realized in one color, losing the A detail.

SUGGESTED COLOUR SPLITS



AN ANGEL COMPANY COLOUR SPECIFICATIONS

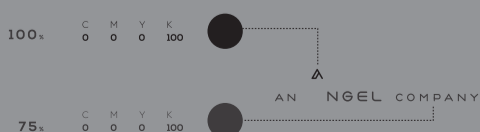
clear background



light grey background



soft dark background



color background

