

Brand Guidelines

September 2023



Table of contents

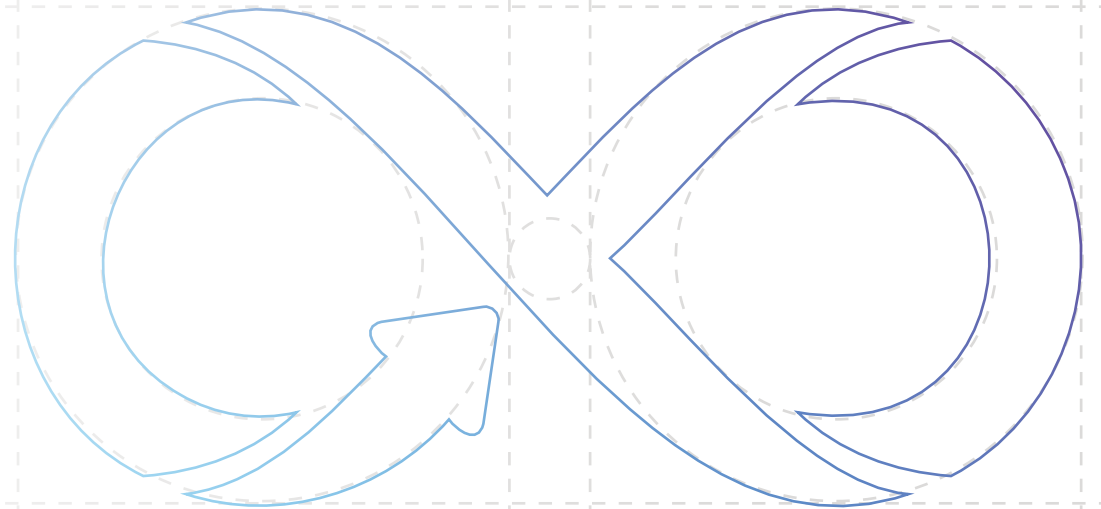
01	About	4	04	Typography	18	07	Mockups	26
	About this guide	5		Primary font	19		Slide deck	27
				Secondary font	20		TBC	28
				Hierarchy	21			
02	Logo	6	05	Stationery	22			
	Our logo	7		Business cards	23			
	Logo variations	8		Letterhead	23			
	Construction	9		Envelope	23			
	Clearspace	9						
	Scale	10	06	Digital	24			
	Placement	11		Email signature	25			
	Application	12		Social media assets	25			
	Guidance	13		Email marketing	25			
03	Colour	14						
	Colour palette	15						
	Colour shades	16						
	Colourways	17						
	Gradients	17						

The background is a solid blue color with a repeating pattern of white circles and lines. The circles are arranged in a grid, with each circle touching its neighbors. The lines form a grid that divides the space into squares, with the circles centered within each square.

01

About this guide

This brand guidelines document gives guidance the Granite logo suite and brand identity. It deals specifically with digital and print use.



The background is a solid purple color with a repeating pattern of white circles and squares. The circles are arranged in a grid, with each circle touching its four neighbors. The squares are formed by the spaces between the circles.

02

Our logo

The Acensys logo consists of a symbol combined with our wordmark. Our symbol and wordmark can be detached from each other and used independently.



Symbol

acensys

Wordmark

Logo variations

Acensys has various logo variations to better fit the messages we want to express. We should always use the logo which makes best use of the communication at hand.

Our 'Main logo' is made up of both the emblem and wordmark logos.

We can use the 'Vertical logo' when restricted by space.

The 'Wordmark' logo should be used when the colours in our symbol clash with the colours in the background.



Main logo



Vertical logo



Emblem logo



Wordmark logo

Construction

Our logo is based on simple shapes and is carefully constructed to maintain legibility at different sizes and applications.

Clearspace

Clearspace around the logo is equal to the size of the letter 'n'.



Scale

Our logo is designed to scale to small sizes on print and screen.

Smallest size: 7mm

Logos smaller than this should utilise the outlined logo.

20mm



15mm



10mm



7mm

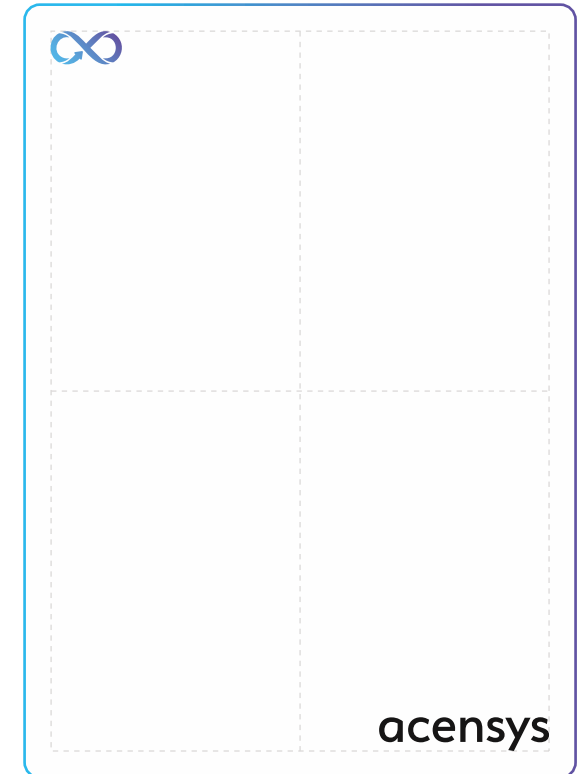


Placement

Logo placement depends on the type of communication and use.

For general communications that include text, the logo should be placed in the centre of the composition.

For print use, left and right placements work best. Digital should utilise the bottom right placements.



Application

Our logo should be used in colours from our brand colour palette (page 15).

For greyscale applications, use the monotone outlined logo.



Guidance

Make sure to follow these guidelines to ensure maximum legibility of our logo in all communications.

×



Do not distort the logo

×



Do not use effects

×



Do not use alternate colours

×



Do not rearrange the logo

×



Do not use a different font

×



Do not mirror the emblem

03

Colour palette

Our colours make us a recognisable brand - and make us stand out amongst our competition.

Acensys Blue

#26B9EC
RGB 38 185 236
CMYK 84 22 0 7
PMS 298 C RAL 5012

Acensys Purple

#6254A4
RGB 98 84 164
CMYK 40 49 0 36
PMS 2665 C RAL 4011

Digital Navy

#0F2345
RGB 15 35 69
CMYK 78 49 0 73
PMS 2765 C RAL 5026

Remote White

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
PMS 0601 C RAL 9016

Cloud Grey

#DBDADA
RGB 218 218 218
CMYK 0 0 0 15
PMS 663 C RAL 9003

Virtual Black

#181818
RGB 24 24 24
CMYK 0 0 0 91
PMS BLACK 6 C RAL 9011

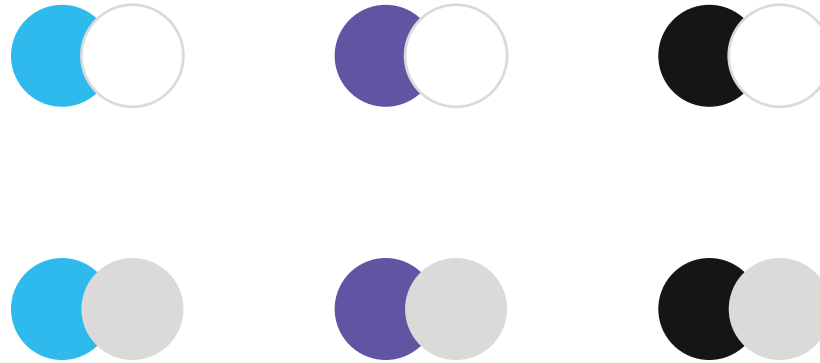
Colour shades

We can use colour shades of our original colours which are lighter or darker, to create better legibility in our communications.



Colourways

We should use these colour combinations to bring variety to our designs.



Gradients

Gradients can be used to provide vibrancy to a page or design.



04

Primary font

We use Serenity as our primary typeface.

Serentity is a clean and sleek font used for headlines and subheadings.

Serenity

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z 0 1 2 3 4 5 6 7 8 9

AaBb123
Serenity

Secondary font

We use Gibson for our secondary font.

Chosen for its legibility, it should be used as the standard font across all corporate documents and stationery.

Gibson

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z 0 1 2 3 4 5 6 7 8 9

A a B b 1 2 3
Gibson

Hierarchy

It's important to organise our typography in a hierarchical system to provide the visual clarity in our communications.

Large heading

This subheading is ½ the point size of the large heading.

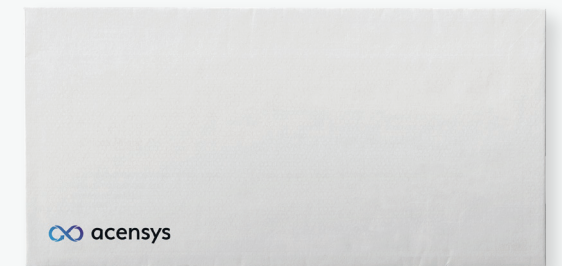
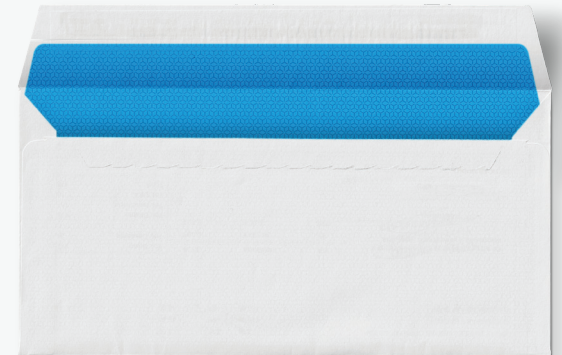
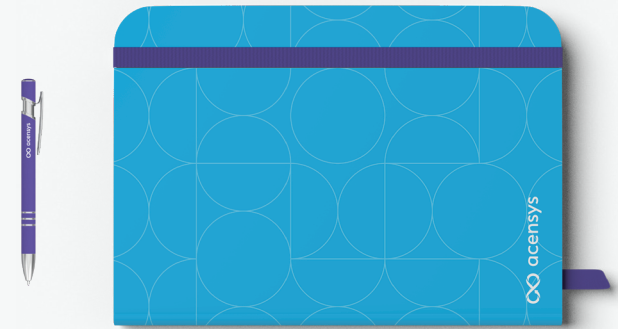
Use regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.



05

Corporate stationery

Our stationery suite carries our brand identity forward in a consistent way.





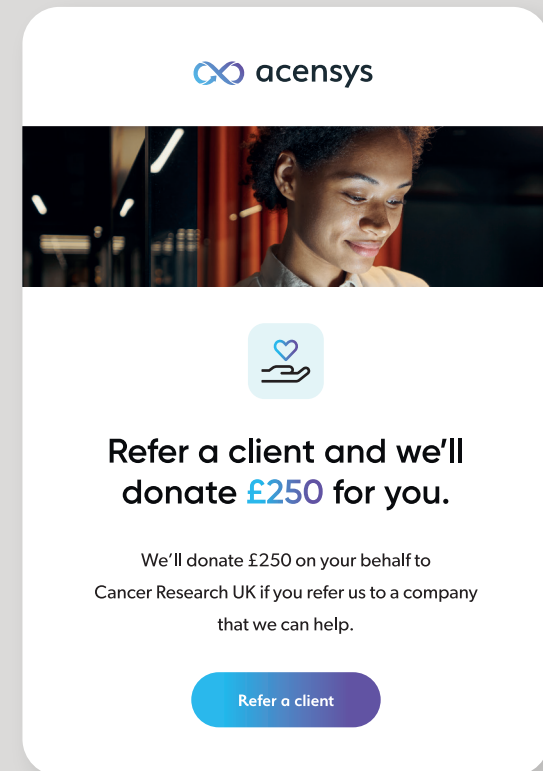
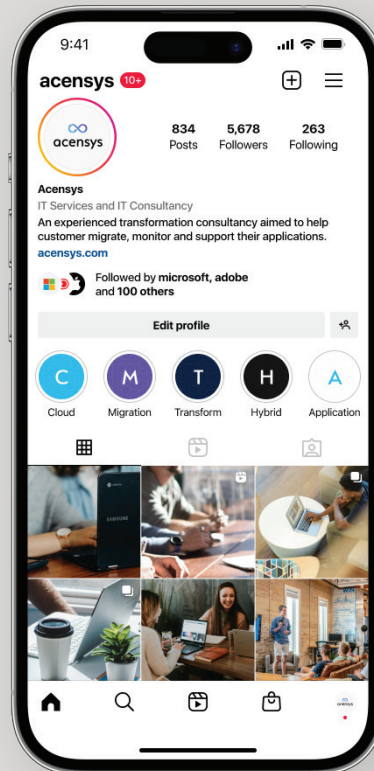
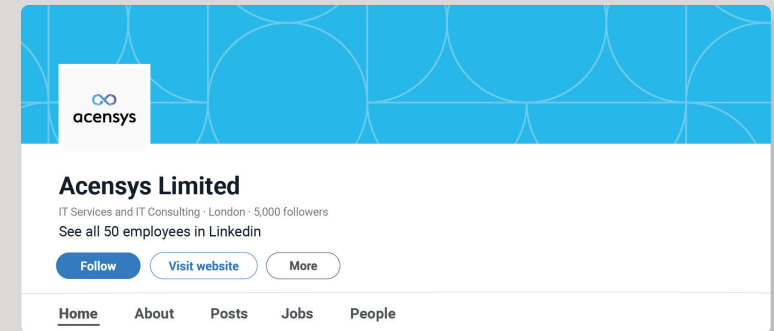
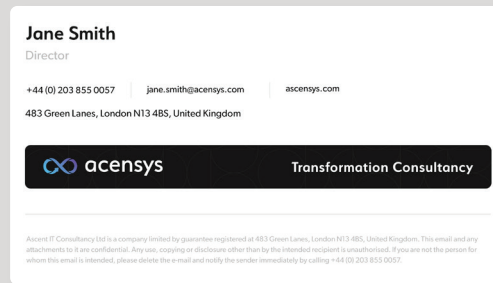
06

Email signature

Our email signature is simple so that our key information is easy to find.

Marketing

The Acensys identity should be consistent and recognisable across different platforms, whether it's on social media or in our promotional emails.



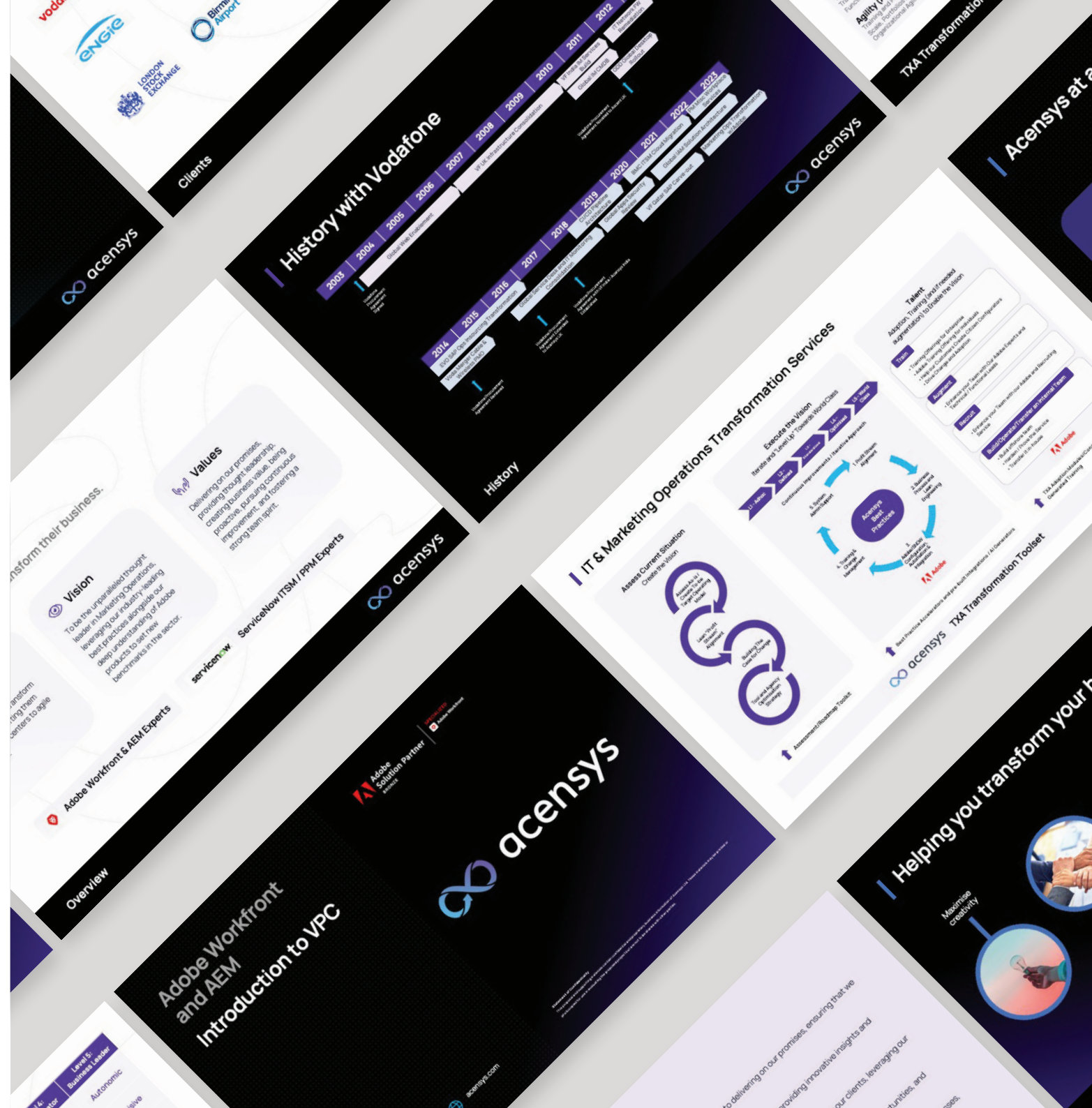
07

Slide deck

Our brochures are adaptable to the type of content we want to showcase.

Mockups

27



TBC

TBC MOCKUP carry forward our branding in a consistent way.



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