

Visual Identity Guideline

Logotype
Colors
Typeface



AMPHINICY
TECHNOLOGIES

Our logo is a very valuable asset. We must treat it nicely. Never abuse our logo, it doesn't have arms so it can't fight back!

Two versions of our logo co-exist. The first version is most commonly used.

If you cannot fit the first version in the desired area, feel free to use the second one.



On Black

Black is back. Like a little black dress, there always has to be a logo on black.

When applying our logo to a dark surface, please use the version with the white wordmark. We like it this way.

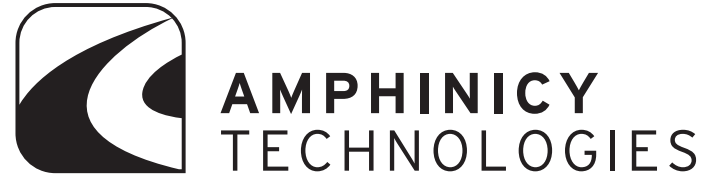


Monochromatic logo

We like our logo in colours, but the world is not a perfect place, so sometimes we have to compromise.

In some cases the use of a monochromatic logotype is necessary.

Here is the version in black to be used on any light surface, and the version in white to be used on any dark surface.



Do's and don'ts

You wouldn't wear one blue and one orange sock, so think about how you apply the Amphinicy logo.

You can use our logo on a white or any light-dimmed colour. When using the logo on a light background, please use the version with the black wordmark.

You can also use our logo on a black or any dark-dimmed colour. When using the logo on a dark background, please use the version with the white wordmark.

Don't apply our logo on any garish or flashy surface. We are not flashy developers.



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Do's and don'ts

You wouldn't stretch or distort your name, so please handle our logo with care.

Don't stretch the logo in any direction. When resizing the logo, keep the same ratio.

Don't rotate or mirror the logo.

Don't apply any effects or make-up to it, like a shadow, glow, 3D or mascara. It's beautiful as it is.



Do's and don'ts

An elephant doesn't have its trunk on its forehead, and nor does our logo. Keep its parts in order.

No hacking, sawing and re-stitching; don't rearrange its parts on your own. We'll check on you.

Also, don't resize some parts of the logo.



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COLOURs

We live in a beautifully coloured world. And these are the colours we really really like.

We ordered the colours by priority, starting from the top left. Feel free to use them when describing how awesome we are.

In the top row are primary colours.

The bottom row is a slightly lighter combination. Use those colours as additional shades. They may also work better on a darker background.



Pantone 300 C

RGB: 0 125 197

CMYK: 100 40 0 0

HEXA: #007dc5



Pantone 376 C

RGB: 166 206 57

CMYK: 40 0 100 0

HEXA: #a6ce39



Pantone 1505 C

RGB: 235 111 48

CMYK: 3 70 92 0

HEXA: #eb6f30

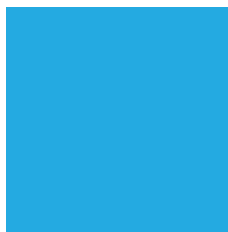


Pantone Cool Gray 10

RGB: 99 102 106

CMYK: 40 30 20 66

HEXA: #63666A



RGB: 39 170 225

CMYK: 70 15 0 0

HEXA: #27aae1



RGB: 196 218 96

CMYK: 27 0 79 0

HEXA: #c4da60



RGB: 247 148 38

CMYK: 0 50 96 0

HEXA: #f7942e

TYPEFACE Print
The shape of the letters
matters. Nobody takes
Comic Sans seriously,
right?

When creating any print material,
feel free to use the Interstate font.

Interstate Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$&@*) 0123456789

Interstate Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$&@*) 0123456789

Interstate Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$&@*) 0123456789

Interstate Regular Condensed

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$&@*) 0123456789

TYPEFACE Web

The Interwebs have a smaller selection of fonts. We still don't take Comic Sans seriously!

On any web material (web pages, mobile application, etc.), please use the Open Sans font.

Open Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$&@*) 0123456789

Open Sans Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$&@*) 0123456789

Open Sans Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$&@*) 0123456789