
VISUAL IDENTITY

LOGO
VARIATIONS





BRAND IMAGE

USAGE GUIDELINES

Our brand logo is a vital part of our corporate identity. It represents our values, our mission, and our unique brand personality. To maintain its integrity and recognition, it is crucial that the logo is used correctly and consistently.

Safe Area

The logo's safe zone is equivalent to the height of the 'E' on all sides.

BRAND IMAGE

USAGE GUIDELINES

The logo must always be scaled proportionally. Distorting the logo by stretching or compressing it is not permitted. Always ensure that the height and width are scaled equally to maintain the correct aspect ratio. Any modifications that alter the perspective, such as 3D transformations, rotations, slanting, twisting, or warping are not allowed. The logo must always face forward and be upright.



PALLETTE & TYPE

<p>GRADIENT COLOR 1 R 51 G 69 B 156 C 94 M 56 Y 0 K 0 HEX #33459C PMS 286 C</p>	<p>GRADIENT COLOR 2 R 80 G 187 B 183 C 64 M 3 Y 32 K 0 HEX #50bbb7 PMS 7472 C</p>	<p>GRADIENT COLOR 3 R 59 G 181 B 74 C 75 M 0 Y 100 K 0 HEX #3BB54a PMS 361 C</p>	<p>GRADIENT COLOR 4 R 57 G 118 B 74 C 79 M 32 Y 84 K 19 HEX #39764a PMS 555 C</p>
<p>CHARCOAL R 51 G 51 B 51 C 69 M 63 Y 62 K 58 HEX #333333 PMS 447 C</p>	<p>WHITE R 255 G 255 B 255 C 0 M 0 Y 0 K 0 HEX #ffffff</p>	<p>GRADIENT 4 Color Stops</p>	

COLOR PALETTE

Bahnschrift Bold should be used for large headlines and titles. All headlines should be capitalized from beginning to end.

BAHNSCHRIFT

Bahnschrift Semibold OR Segoe UI Semibold should be used for secondary headlines. It can be used with a color fill to enhance readability. All headlines should be capitalized from beginning to end.

BAHNSCHRIFT SEMIBOLD

SEGOE UI SEMIBOLD

Segoe UI font family should be used for body copy.

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TYPOGRAPHY

Eurostile Extd Black is an Adobe font and it is used in Anesi's wordmark.

Bahnschrift is a sans serif font developed by Microsoft in 2017. The font is available within Microsoft and Adobe platforms. Bahnschrift Bold should be used for large titles and headlines. Bahnschrift Semibold or Segoe UI Semibold should be used for secondary headlines.

Segoe UI is a sans serif font developed by Microsoft. The Segoe UI font family should be used for body copy.