

ANYLOAD<sup>®</sup>

CORPORATE IDENTITY GUIDELINES

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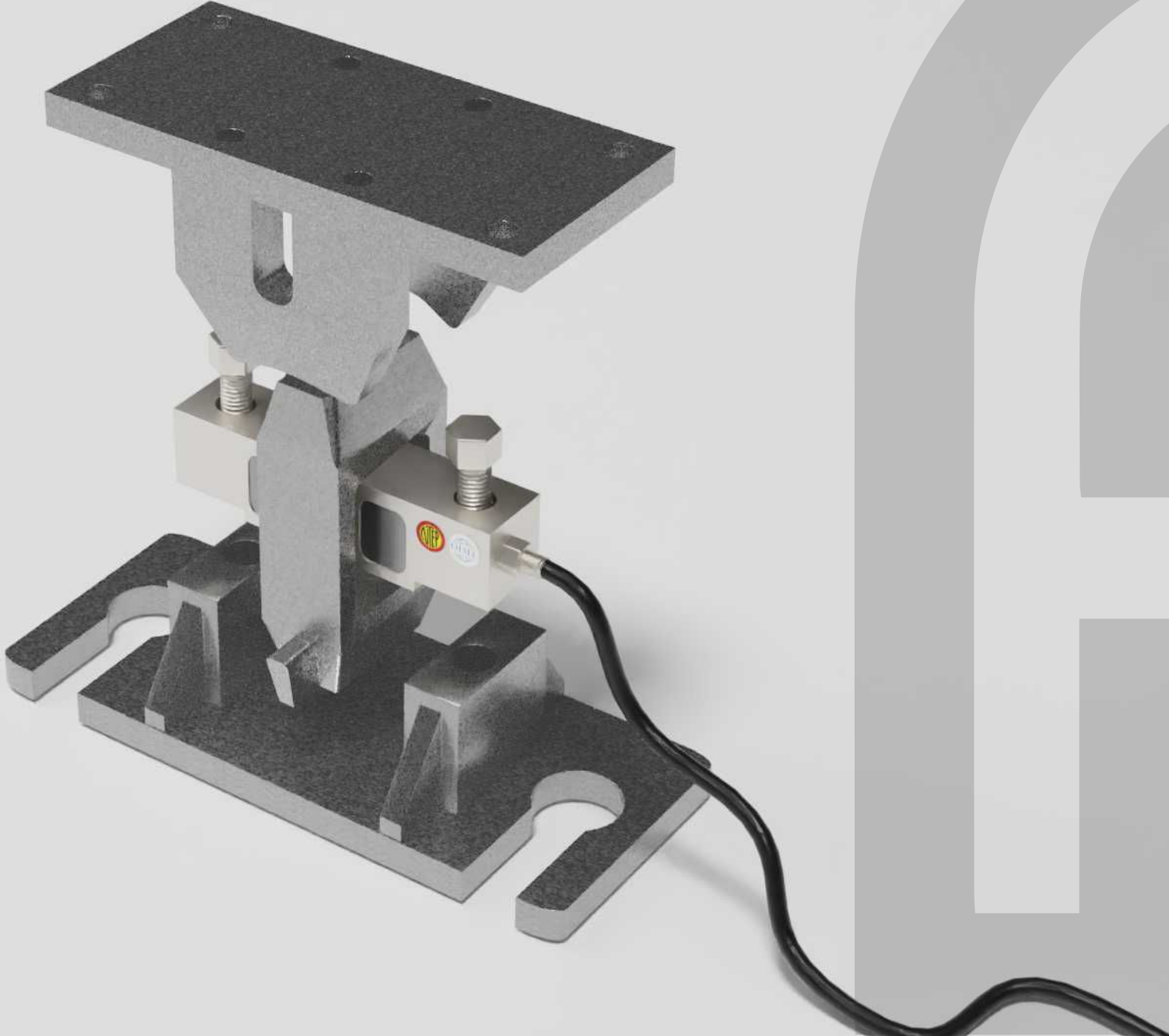
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**CORPORATE IDENTITY VISUAL**



## INTRODUCTION

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**SOPHISTICATION.  
POWER.  
ELEGANCE.  
FORMALITY.  
RESPECT.**

The purpose of this brand & style guide is to ensure that the strategic messaging and brand attributes of the ANYLOAD are implemented cohesively across all collateral and marketing communications, its partners, affiliates, and disseminated properly to all stakeholders. Together we can use these best practices, templates and communication tools to incorporate our brand into the collateral materials. The consistent and effective use of our brand and not solely logo guidelines will increase exposure of the ANYLOAD mission, vision and key attributes.

These brand guidelines provide clear direction on how to appropriately use the branded logo system and support all constituents in the communication efforts. Offering useful style guide links and template downloads ANYLOAD represents the merging of tradition and modernity through our company.

**TRUST CAN BE  
FORMED WITH  
QUALITY &  
PROFESSIONALISM**

# BRAND ELEMENT

There are a number of simple rules associated to the core logo assets, designed to protect the clarity and visual integrity of each element.

The following pages show specific guidance on exclusion zones and minimum sizing for the logotype, marque, primary lockup.

# LOGO VARIATIONS

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## SIZE VARIANTS

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The logo consists of the word "ANYLOAD" in a bold, stylized, outlined font, followed by a registered trademark symbol (®).

50px

The logo consists of the word "ANYLOAD" in a bold, stylized, outlined font, followed by a registered trademark symbol (®).

30px



20px

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## WHITE LOGO

## GREY SCALE LOGO

## BLACK LOGO



## LOGO FORMATS

EPS: Are vectorized files used for printed materials

PNG: Used in internal documents like PowerPoint/word. Saved without background (transparent)

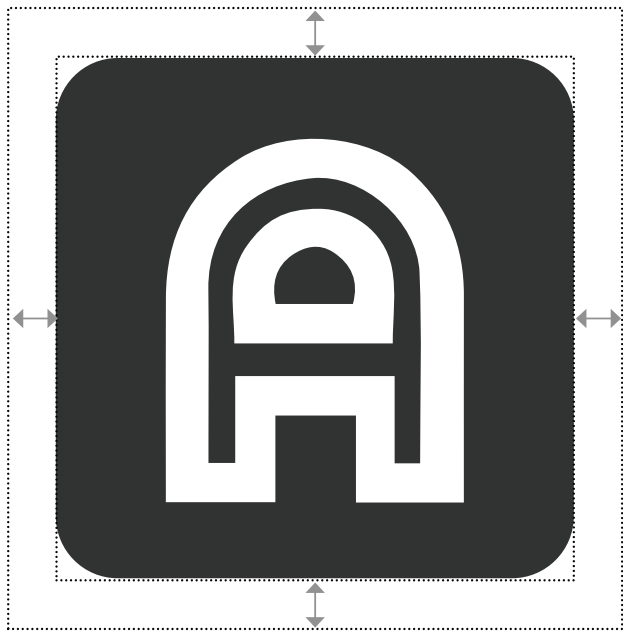
JPG: Used in internal documents likes PowerPoint/word

## CLEAR SPACE

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The ANYLOAD logo must stand out clearly from its surroundings.

This applies not only in the background, but also to interference from nearby text, photographs and other graphic elements that might compromise the impact of the logo. It is important to keep the logo clear of any other graphic elements. To ensure this, an exclusion zone or 'clear space' rule has been established using the icon. This exclusion zone indicates the closest any other graphic message can be positioned in relation to the marque. The example on this page demonstrates the minimum clear space required.



Clear space rule applied to the ANYLOAD logo

# FAVICON

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## Favicon

Favicons (short for “favorites icon”) ensure that your site is quickly identified when multiple tabs are open in a browser. It also helps users quickly scan to find a website in a list of browser bookmarks.

The ANYLOAD favicon is a 32×32 pixel round icon that appears in the latest versions of digital browsers’ address bars, tabs, and bookmarks.



FAVICON



# TYPO GRAPHY

Typography in brand guidelines specifies the fonts that designers can use when designing for the brand.

They spec out the size, spacing, capitalization, and proper usage of type. Typography specs keep a brand's fonts consistent.

# TYPOGRAPHY

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## PRIMARY FONT

The typeface – Avenir – is characterised by excellent legibility in print and digital areas (from corporate brochure ware through to headlines on website applications). The letter shapes are well proportioned classical and elegant with a geometric structure. We recommend four weights – Regular, Italic, Bold, Bold Italic



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PRIMARY TYPEFACE Professional use on printed collateral Titles, headlines and body copy

## Avenir

Avenir: Regular | Italic | Bold | Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 £\$%&@\*!?

## SECONDARY FONT

Bebas is a strong font to represent our company operates within a heavy industry and it is important to convey that through our design



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SECONDARY TYPEFACE Professional use on printed collateral Graphic Font Element

## BEBAS NEUE REGULAR

BEBAS NEUE : REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789 £\$%&@\*!?

# TYPOGRAPHY USAGE

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## H1, MAIN HEADLINE

Size: 40 pt  
Line Height: 1.35  
Line Spacing: 0

# H1, HEADING (BLACK)

H1, Main Headline

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## H2, SUB-HEADING

Size: 30 pt  
Line Height: 1.35  
Line Spacing: 10

## H2, HEADING EXAMPLE (HEAVY)

H2 Subhead, which is used below H1 or as a sub-head anywhere in a document.

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## H3, SUB-HEADING, SMALLER THAN H2

Size: 24 pt  
Line Height: 1.5  
Line Spacing: 0

### H3, HEADING EXAMPLE (MEDIUM)

H3, which is smaller than an H2. This typeface can also be applied to body copy as bold text if need to bold the regular.

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## BODY COPY

Size: 21 pt  
Line Height: 1.33 pt  
Line Spacing: 10

BODY TEXT, EXAMPLE (BOOK)

Body Copy

# COLOR PALETTE

Within the brand guidelines, the purpose and the use of the colors should be described.

Moreover a color palette should describe the target audience we want to attract.

# COLOR PALLETE

Color is an engaging and vibrant way to display a brand's character and is an integral part of the identity.

Nero, Carbon, Stingray, and Superwhite are our primary colors, mainly used as body copy. Graphics are always used as the primary color.



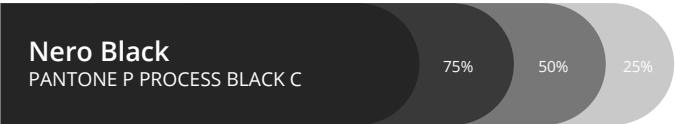




Middlestone, Maroon, and Upsdell in copy are used for the main headline and tagline. Graphics are always used as the secondary color.

The ANYLOAD brand identity is represented by a thoughtfully curated selection of seven colors, arranged in ascending order of priority. These colors can be utilized for typography, charts/graphs, PowerPoint presentations, catalogs, web systems, and to emphasize specific information in printed materials. They may be applied as both solid colors and tints, with a full range of tints permitted in 25% grades.

## COLOR BREAKDOWNS

Each color instance includes its corresponding CMYK, RGB, and HEX web-safe color breakdowns. Please note that the RGB and HEX color values are intended for on-screen use only and may differ from the CMYK references.

PANTONE colors assist printers and designers in accurately identifying the appropriate color for printing purposes.

<b>Maroon Red</b> PANTONE P 47-16 C 	C: 0 M: 86 Y: 84 K: 61	R: 39 G: 5 B: 6 # 630e10
<b>Upsdell Red</b> PANTONE P 53-16 C 	C: 21 M: 99 Y: 97 K: 13	R: 176 G: 32 B: 38 # b02026
<b>Nero Black</b> PANTONE P PROCESS BLACK C 	C: 0 M: 3 Y: 3 K: 85	R: 15 G: 15 B: 15 # 272626
<b>Carbon Black</b> PANTONE P 179-15 C 	C: 0 M: 0 Y: 0 K: 80	R: 20 G: 20 B: 20 # 333332
<b>Middlestone</b> PANTONE P 19-11 C 	C: 0 M: 15 Y: 34 K: 22	R: 78 G: 67 B: 52 # c7aa84
<b>Stingray Grey</b> PANTONE P 178-3 C 	C: 0 M: 3 Y: 6 K: 31	R: 69 G: 67 B: 65 # b0aba5
<b>Superwhite</b> PANTONE P 179-2 C 	C: 1 M: 0 Y: 0 K: 9	R: 90 G: 91 B: 91 # e6e8e8

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## THANK YOU

For any questions regarding this style guide,  
please contact the ANYLOAD Marketing Team.