

# BRAND & STYLE GUIDE



**ANTE**

# *INTRODUCTION.*

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Firstly this style guide gives an overview of ANTE's brand identity. Our values rationality and reconstruction are seen in our visual language.

Geometrical figures and functional elements create a dynamic that represents the crosspoint between aesthetics and ethics.

We want to be seen as an authentic and confident brand.

The following pages show the translation of our core values into our graphic identity.

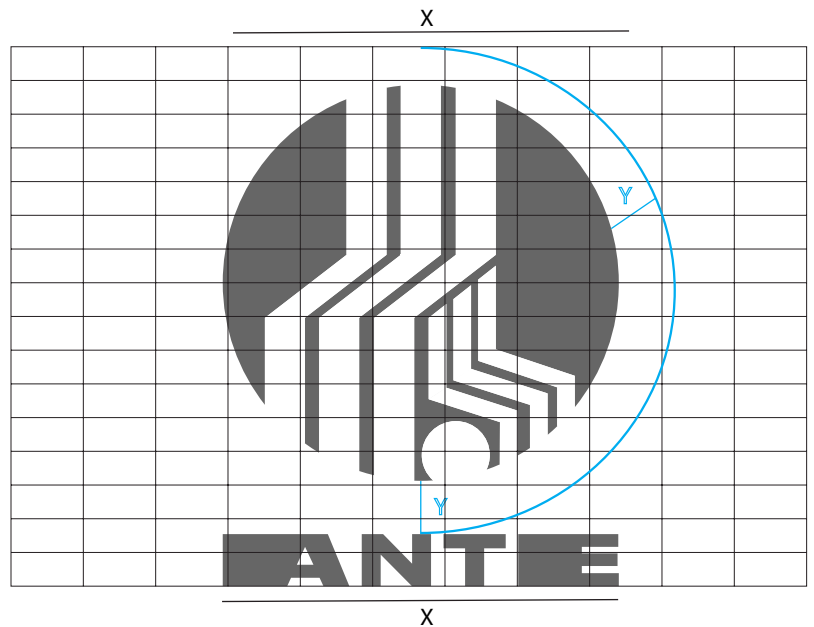
# LOGOTYPES.

## 01

\*Blue indicates Clear Space. The blue area must be kept free of other elements.

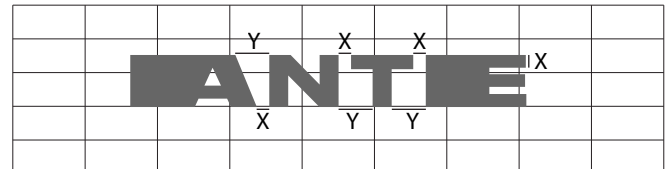
\*The grid indicates type and element alignment and boundaries

\*The measurements are defined by 'X, Y and Z'



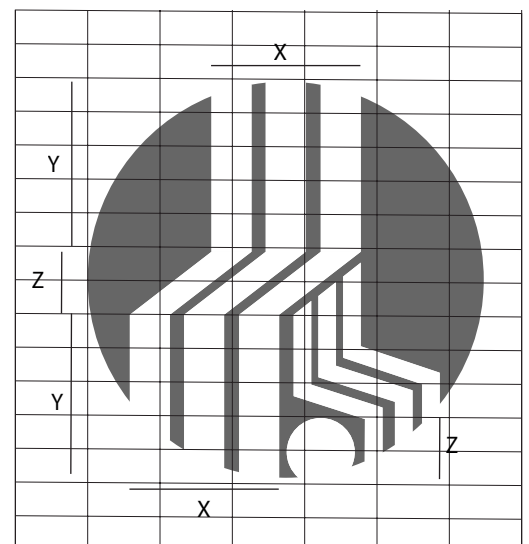
## 02

### Text part



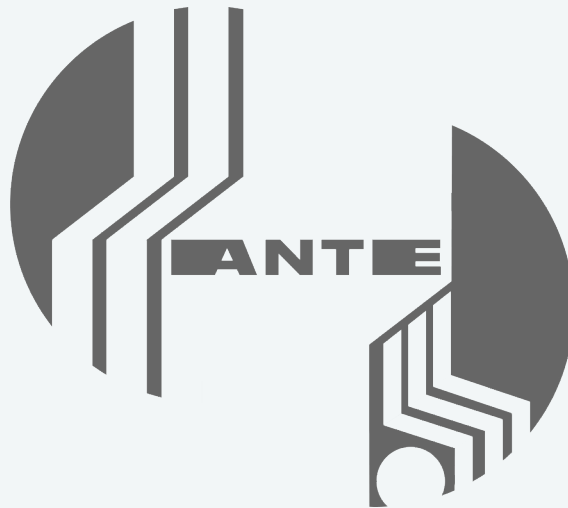
## 03

### Graphic part



# LOGO VARIATIONS

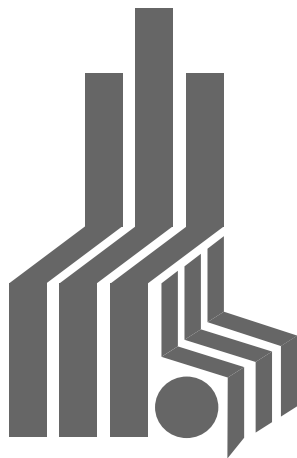
01



02



# DONT'S



# TYPOGRAPHY

## Title

**Druk Wide Bold, 50VA**

**Aa**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789**

## Subtitle

*Futura Medium Italic, 80VA*

*Aa*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ123456789*

## Text

Futura PT Book, 10VA

Aa

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ 123456789

# COLOUR PALETTE.

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## Primary

The grey color represents one of our core values: rationality, on which we based our visual and tactile language. We want to appear as an upcycling brand, balancing out rationality and avant-garde.

Primary:  
Rational Grey  
RGB: 102,102,102  
CMYK: 60,51,51,12

## Flexible

Deep Fog  
RGB:199,194,195  
CMYK:22,20,18,0

Muted Violet  
RGB:210,210,229  
CMYK:16,14,2,0

Enlightenment  
RGB:240,244,245  
CMYK:4,2,2,0

Black is the absence of color. ANTEs shade of black carries a power with it that gives dynamic.

Secondary:  
Rigor Black  
RGB: 15, 13, 13  
CMYK: 73, 68, 66, 84

## Accent

Cobalt is a sedating color that reduces the physical energy and that increases the creative thinking. The deep color promotes intuitive and deep thinking. We want to emphasize those attributes.

Cobalt Ocean  
RGB: 16, 16, 220  
CMYK: 90, 82, 0, 0