AMBIRE

Brand Book & Guidelines

VERSION 2.0 | AUGUST 2022

2.1.1 Visual Identity
Main Logo

Used in a repeated and consistent way as a graphic signature, the logo helps the brand be quickly and easily recognized while successfully communicating its attributes.

The Ambire logo is formed by the association of two elements:

- the Ambire Symbol as a modern, stylized interpretation of a burning flame composed by three intertwining beams, representing the triple-promise of the brand: innovation in technology, care and attention towards users and customers, and responsibility — together illustrating the unquenchable thirst for exploration and knowledge through the metaphor of fire.

- the clear and modern Ambire Wordmark, which is set in bold sans-serif capital letters and is designed to stay readable even at small sizes, in both print and screen.

2.1.2

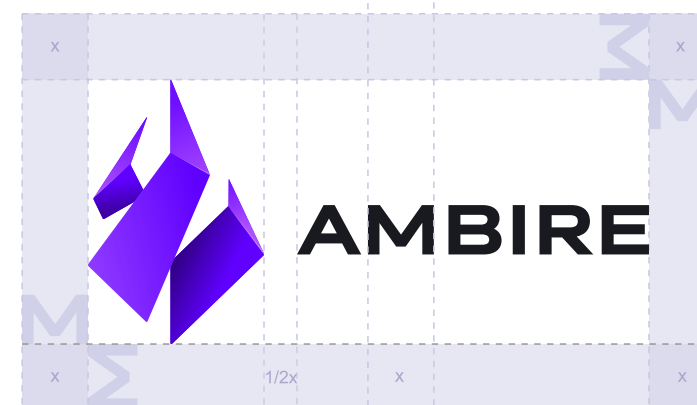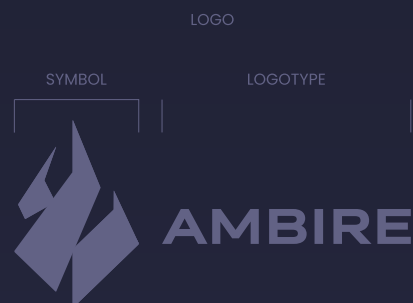## Proportions & Save Area

PROPORTIONS

The Ambire brand logo consists of a symbol and a logotype. It has exact proportions and cannot be modified. The symbol is exactly half the length of the logotype and cannot be increased depending on the shape.

SAFE AREA

In order to ensure the correct visual perception of the logo, it is necessary to leave sufficient distance to all side elements or to the end of the form on which it is located. No element should violate the boundaries of the protected area.
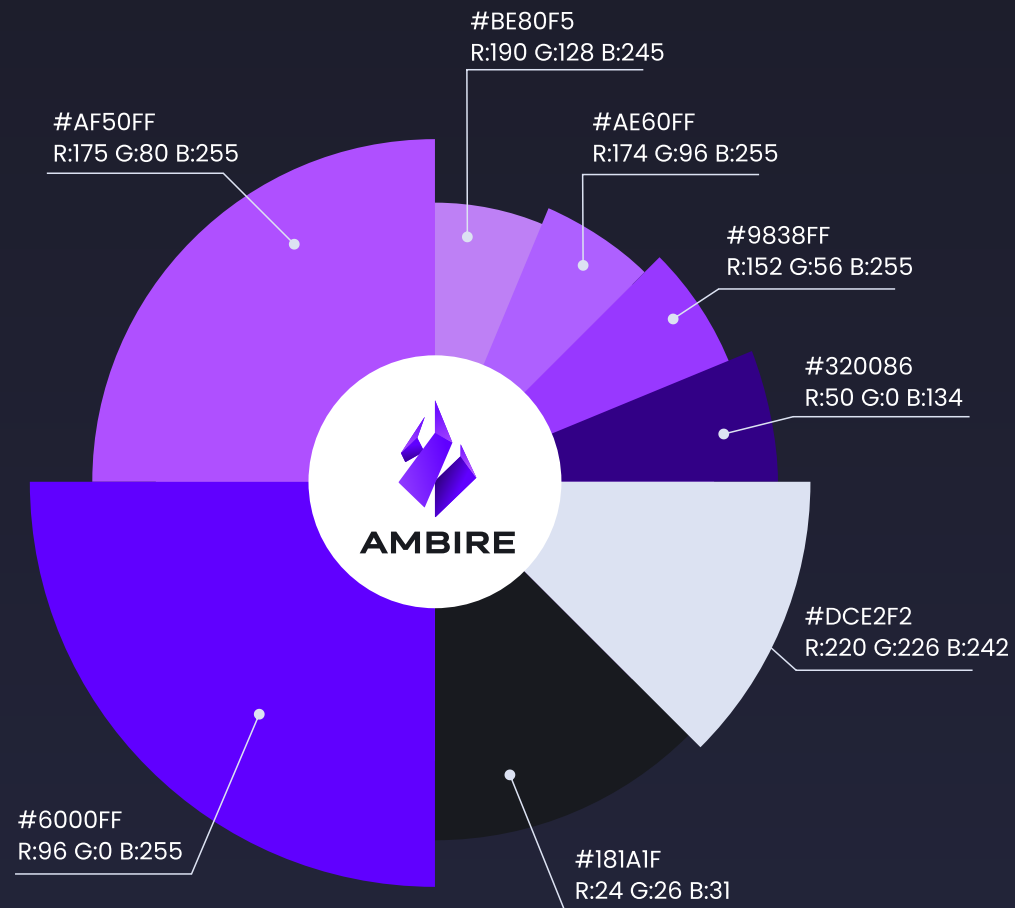
White space

The logo should always be displayed with the minimum blank space around it. It is important to keep it free of any graphic images, presentations, identifications and photos.

LOGO

SYMBOL   LOGOTYPE

AMBIRE

y

1/2y

x

1/2x

x

AMBIRE

x   x

x   x

1/2x   x   x

AMBIRE

2.1.3 Color Palette

#AF50FF
R:175 G:80 B:255

#BE80F5
R:190 G:128 B:245

#AE60FF
R:174 G:96 B:255

#9838FF
R:152 G:56 B:255

#320086
R:50 G:0 B:134

#DCE2F2
R:220 G:226 B:242

#181A1F
R:24 G:26 B:31

#6000FF
R:96 G:0 B:255

AMBIRE

2.1.4

Color Combinations

Ambire Brand

AMBIRE

AMBIRE

AMBIRE

AMBIRE

monochrome

simplified

2.1.5

Interdictions

The following modifications to the corporate logo, symbol and logotype are strictly prohibited and should not be applied.

DO NOT!

× 1. Change the brand colors

× 2. Change the font of the logotype.

× 3. Add visual effects.

× 4. Stretch the corporate symbol in all directions.

× 5. Change the distance between the symbol and the logotype.

× 6. Change the save area around the logo.

× 7. Make a texture pattern from the logo.

× 8. Place the logo on an active background.

× 9. The logo cannot be used as part of a sentence. The correct way is to write it in words in a text.
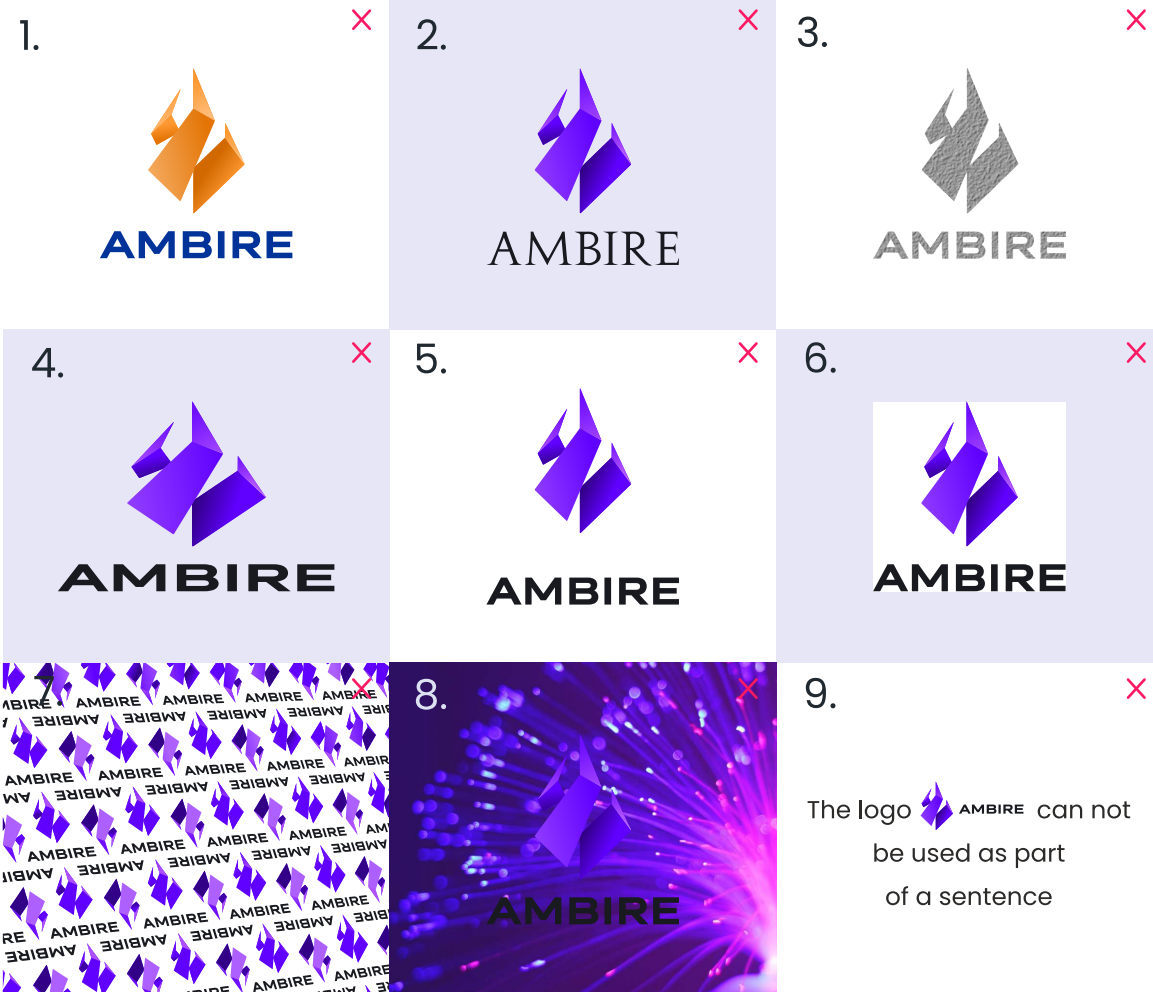
2.2.1

Visual Identity

Typography

The AMBIRE brand has 1 corporate font – Poppins. It should be used consistently in any brand communication (corporate presentations and promotional materials).

When the use of the basic corporate font is not possible or in a need of a language different than english, the use of an alternative one – Montserrat – is allowed.

Fallback Font – Arial.

MAIN FONT

Poppins

Aa Aa Aa Aa **Aa Aa Aa Aa Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

01234567890
=~!@#$%^&*()+[]\{}|:;'":"<>?,./

ALTERNATIVE FONT

Montserrat

Aa Aa Aa Aa Aa **Aa Aa Aa Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

01234567890
=~!@#$%^&*()+[]\{}|:;':":"<>?,./

2.2.2

Font Hierarchy

Proper use of corporate fonts helps to recognize the brand in all means of communication. Fonts should be used as follows:

a Title - **Poppins Extra Bold**
They are written with the first capital letter and can be in one of the main colors.

b Subtitle
POPPINS REGULAR - All Caps

c Main Body Text
Poppins Regular with 85,0% line spacing.

d When it is necessary to emphasize a part of the text, **Poppins Bold** is used.

e Additional text (explanations, notes, etc.)
Poppins Regular Italic with 70% line spacing
Additional color and a smaller font size can be used for these texts.

a # This Is Header

b ## LOREM IPSUM DOLOR SIT AMET

c Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam a elit gravida orci facilisis mollis non ut nisi. Vivamus sed leo facilisis, maximus sapien vitae, vehicula arcu. Pellentesque et tincidunt ipsum, sit amet fermentum sem. Mauris rutrum nibh ex, quis venenatis felis sagittis quis. **Ut maximus**

d **pellentesque lorem, sed vulputate purus ultrices ac. Sed convallis rhoncus nisl, sed pellentesque felis pharetra vel.** Integer at justo facilisis elit vehicula vulputate. Pellentesque a pharetra urna.

e *Ut ultrices pellentesque eros sed faucibus. Praesent ac molestie velit. In a ex enim. Nulla luctus nisl leo, eu eleifend dolor finibus a. Nunc at ultrices massa.*

Ut ultrices pellentesque eros sed faucibus. Praesent ac molestie velit. In a ex enim. Nulla luctus nisl leo, eu eleifend dolor finibus a. Nunc at ultrices massa.

Ut ultrices pellentesque eros sed faucibus. Praesent ac molestie velit. In a ex enim. Nulla luctus nisl leo, eu eleifend dolor finibus a. Nunc at ultrices massa.