

ANGLE

VISUAL IDENTITY 2021

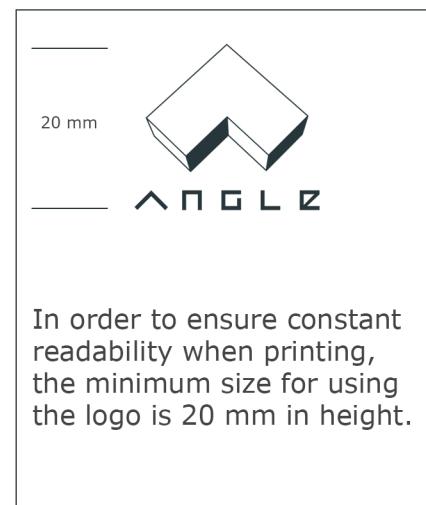
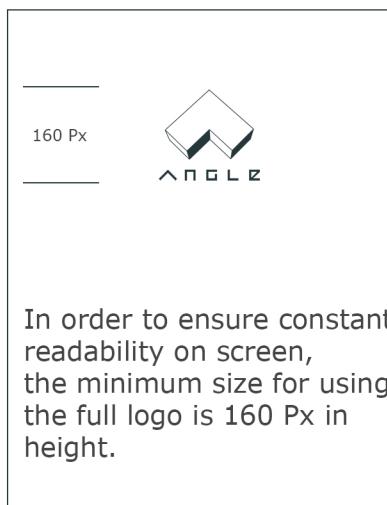


1- LOGOTYPE

The first and founding element of the visual representation of ANGLE is its logo.

The ANGLE is a combination of 2 graphic elements:

- The ANGLE polyominoes structure
- The ANGLE text logo



2- BRAND COLORS

The Angle visual identity plays with a color palette composed of 5 specific colors.
The goal of this palette is to create visual atmosphere around the Angle logo.
The palette can be used in many ways with regard to logo color variations, backgrounds, wedesign elements, etc...

PANTONE 7494C	R 153 G 185 B 152	C 43 M 14 Y 46 K 0	SPRING RAIN
PANTONE 474C	R 253 G 206 B 170	C 0 M 21 Y 32 K 0	PEACH
PANTONE 177C	R 244 G 131 B 125	C 0 M 61 Y 42 K 0	LIGHT CORAL
PANTONE 198C	R 235 G 73 B 96	C 2 M 87 Y 52 K 0	DARK PINK
PANTONE 432C	R 39 G 54 B 59	C 80 M 63 Y 58 K 54	OXFORD BLUE

3- MONOCHROME LOGOS

The visual identity makes use of the palette in different monochrome versions of the logo. There are 6 monochrome versions: Spring Rain, Peach, Light Coral, Dark Pink, Oxford Blue (and white to replace Oxford Blue on dark background).



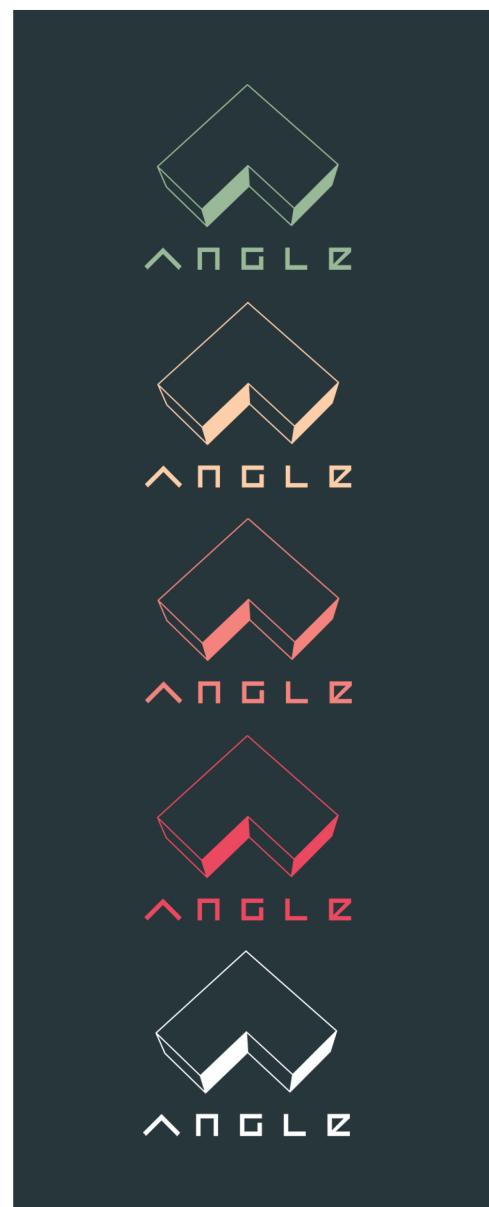
SPRING RAIN

PEACH

LIGHT CORAL

DARK PINK

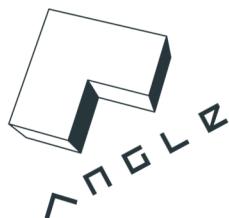
OXFORD BLUE
/
WHITE



4- LOGO USAGE GUIDELINES



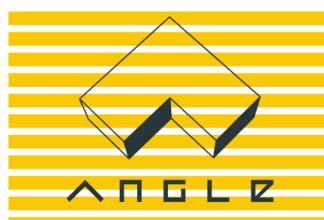
Do not deform the logo type



Do not change the drawings of the elements



Do not apply different colors to the logotype



Make sure to use the correct color variation of the logotype depending on the background



Do not use shadows behind the logotype



Do not position the logotype on a photographic background



Do not cut the logotype



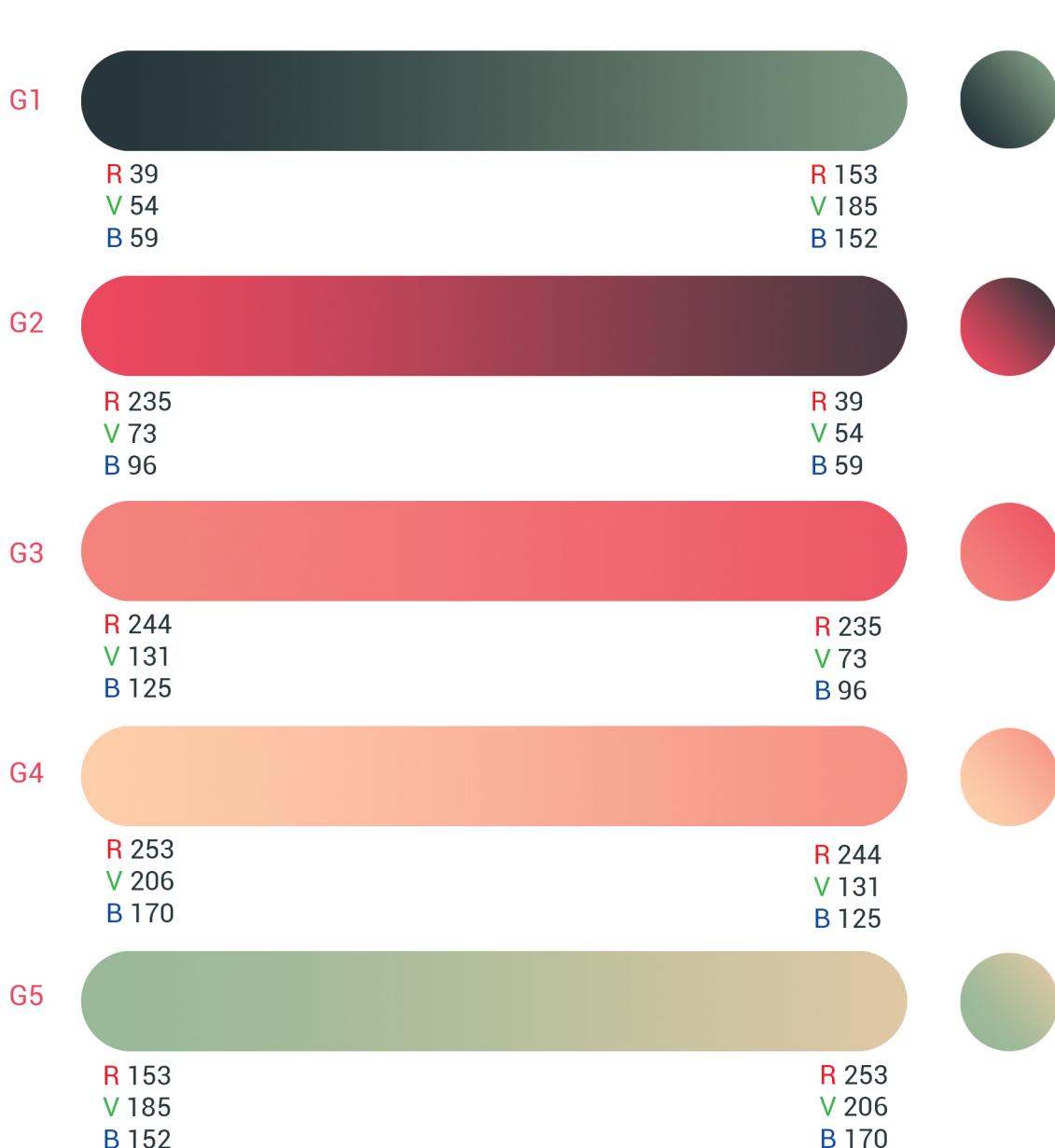
Do not create new color variation of the logotype

5- SECONDARY ELEMENTS



A- GRADIENTS

In parallel with the color palette, the brand has 5 different gradients which could also be used to build graphic elements (webdesign, Illustrations...).



6- SECONDARY ELEMENTS

B- BAYADERE

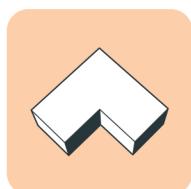
An element that allows us to present the extended colorful universe, and justify a transition between colors

An element to introduce to be used as a primer (web pages, chapters...).

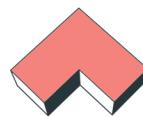
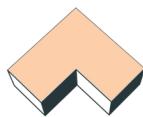
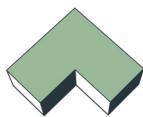


C- ICONS

I1

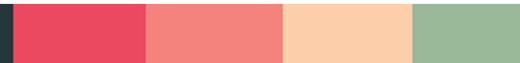


I2



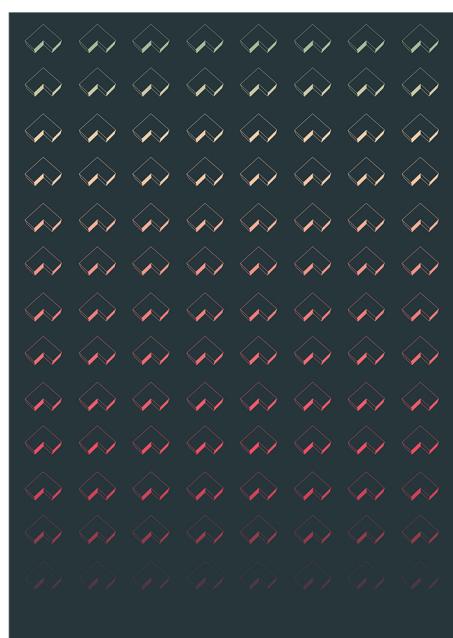
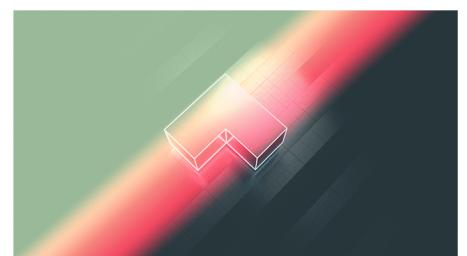
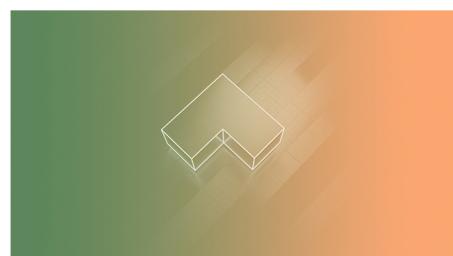
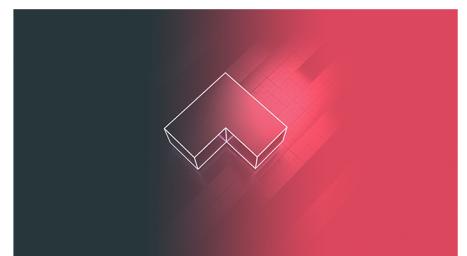
I3





C- BACKGROUNDS

Every plain palette color and gradient can be used for backgrounds. In addition, there are some special backgrounds that can be used.



ROBOTO

Clean, stylish and smart while professional and friendly,
Roboto is simple and highly readable, for web and mobile uses.

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

Roboto Thin Italic

Roboto Light Italic

Roboto Italic

Roboto Medium Italic

Roboto Bold Italic

Roboto Black Italic

TWITTER HEADER AND PROFIL PICT

The Twitter header should be 1500 x 500 px.
With a profile image sized at 400 x 400 px square,
and areas that will potentially be cropped,
you have about 1500 x 360 pixels to work with.

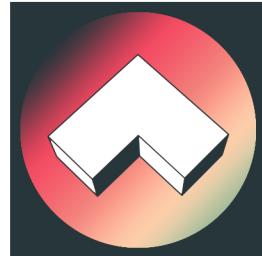


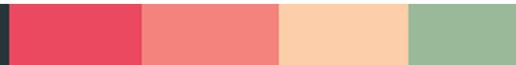
A- PROFIL PICT

TPP1



TPP2





B- HEADER

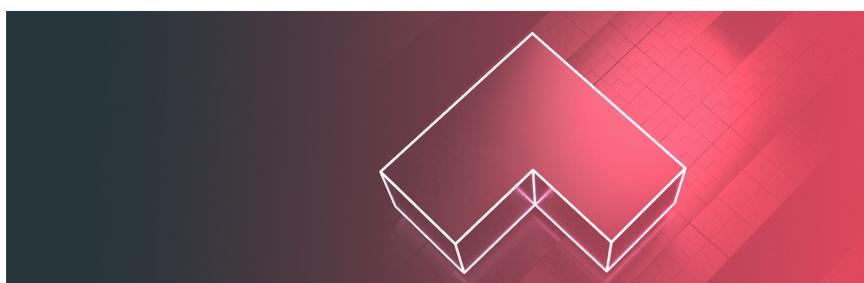
HT1



HT2



HT3



HT4



HT5

