



# ENGRAMIQ



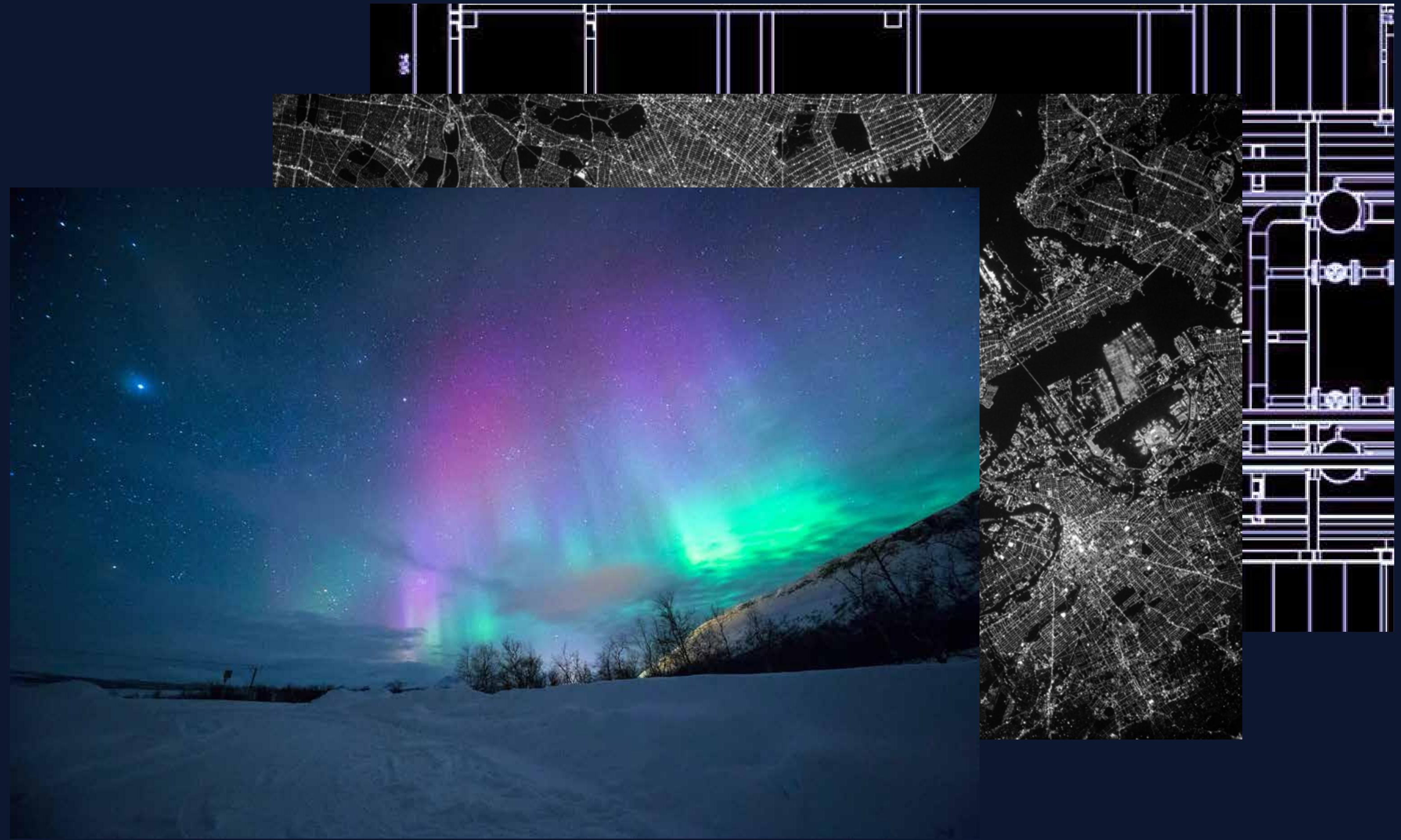
# ENGRAMIQ

Advanced site memory, smarter from day one.

Nimble  
Curious  
Trusted  
Grounded  
Human

# Visual direction

Simple  
Bold  
Modern  
Real



---

Inspired by layers of knowledge, connecting systems and zooming out to see the bigger picture.

# Tone of voice

Advanced site memory,  
smarter from day one.

---

Trade manual input for system intelligence. It all starts with Advanced Site Memory. There's no fluff. Leave it to us, you're in expert hands. (Direct, clear, no-nonsense, no unsupported claims, down to earth, knowledgeable).

# Brand logo



---

The brand logo brings together system/technical drawing inspired type with a simple bold visual to represent a birds eye view of Site Memory. The different shapes represent the variety of data captured.

# Brand logo variations



The logo can be used as block colour in the primary dark blue or the light grey.



It can be used at scale with the primary icon gradient and key textures.



It can be used at scale as an illustration with the circle also filled in.

# Typefaces

## Primary

Figtree Regular for body text

**Figtree SemiBold for titles / key text**

**Figtree Bold for headings**

**Figtree Extra Bold  
for big headings**

Figree is the primary typeface and is free to use across the Google Suite.

## Alternative

Aptos Regular for body text

**Aptos SemiBold for titles / key text**

**Aptos Bold for headings**

**Aptos Extra Bold  
for big headings**

Aptos is the default typeface for Microsoft Suite and can be used as an alternative if needed.

# Core colours

**Primary green**

#17c480

**Primary dark blue**

#0d1830

# Core colours

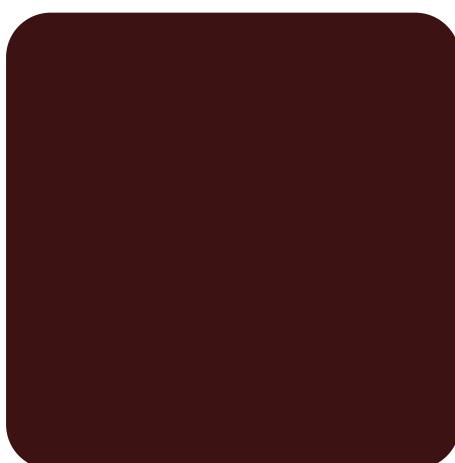
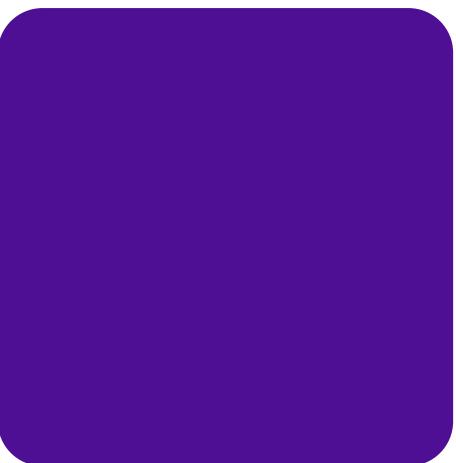
**Primary green**  
**#17c480**

**Primary dark blue**  
**#0d1830**

# Secondary colours

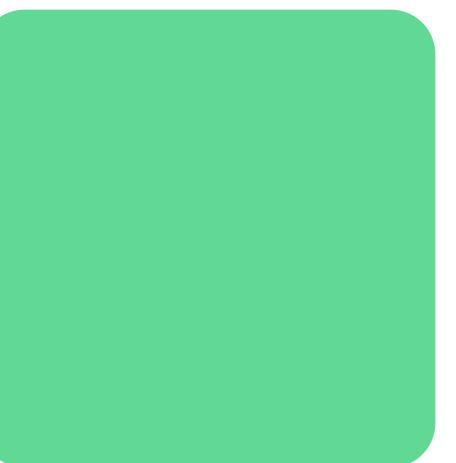
---

Darker secondary colours to be used as shadows but not on their own.



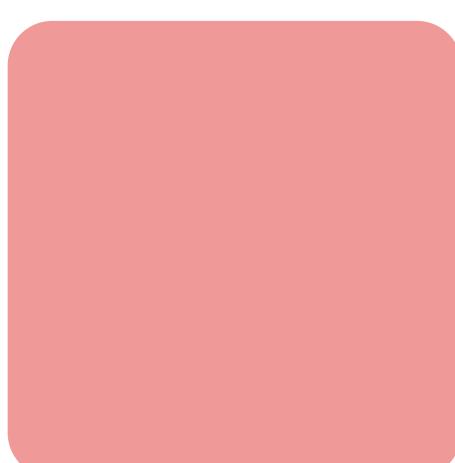
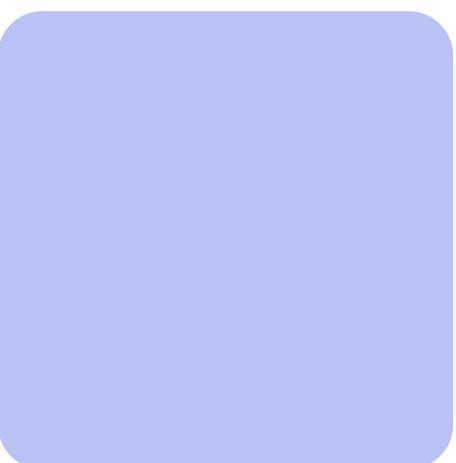
---

Bright secondary colours can be used as highlights. The red is for use for warning signs on graphs/diagrams etc.



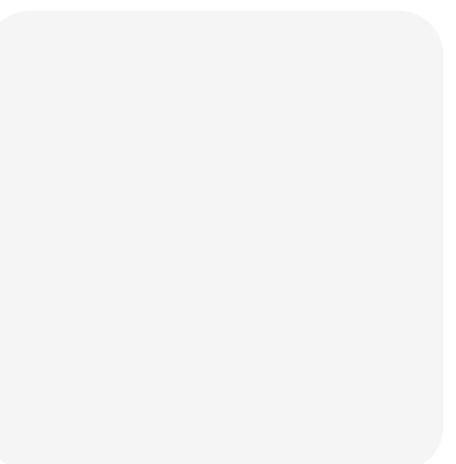
---

Light secondary colours are to be used for lines in icons and illustrations as well as additional highlights alongside the bright colours and the primary.



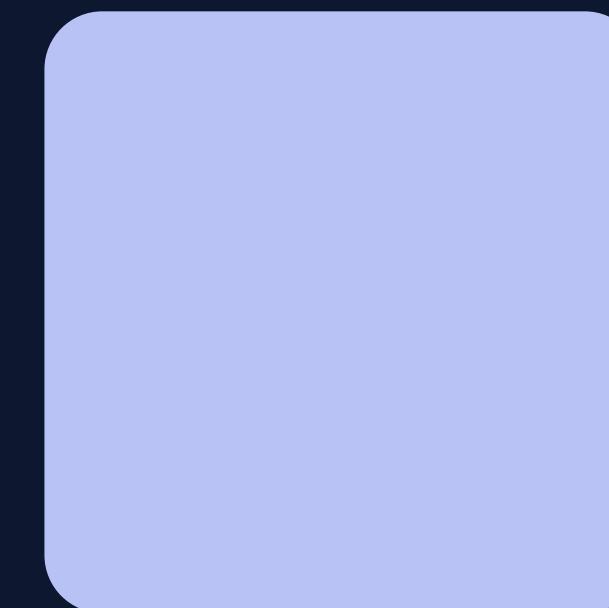
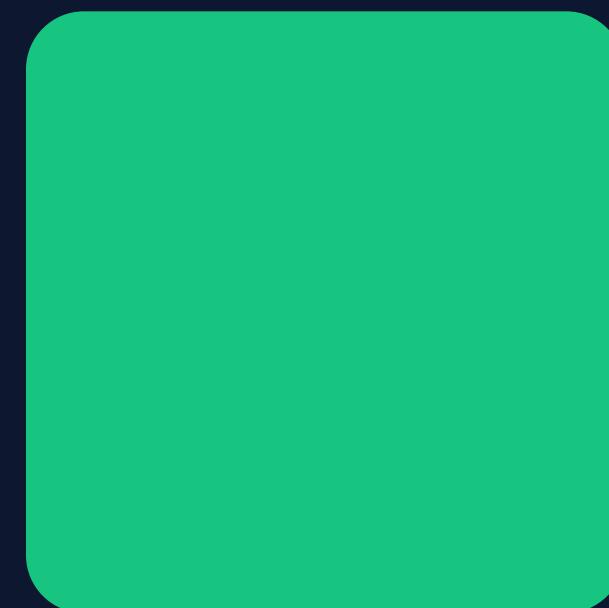
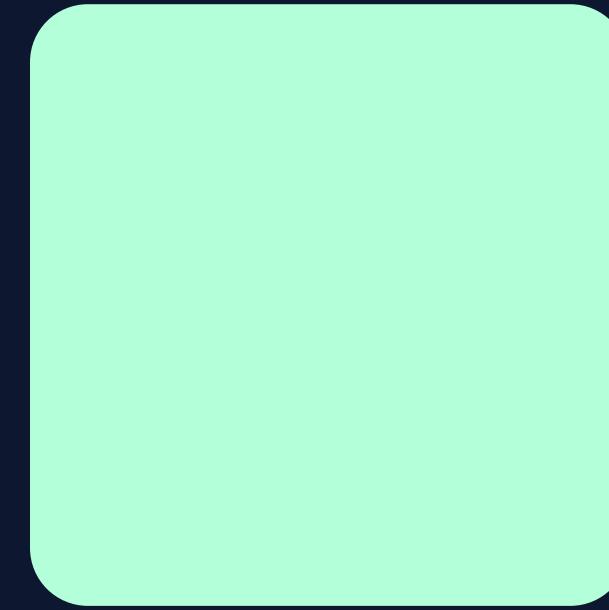
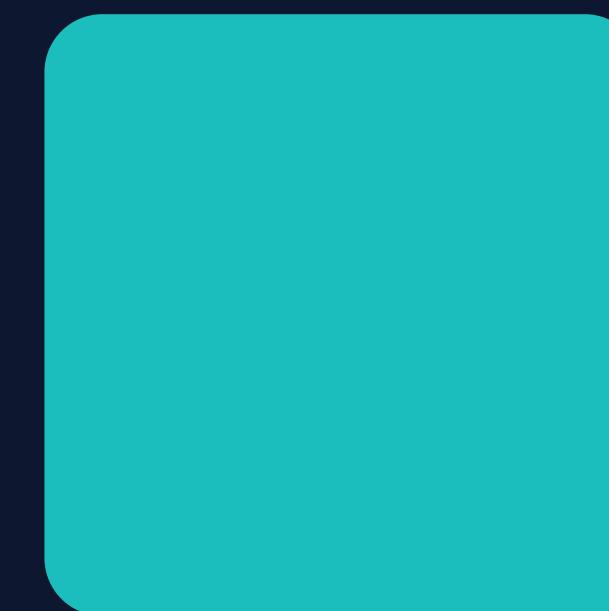
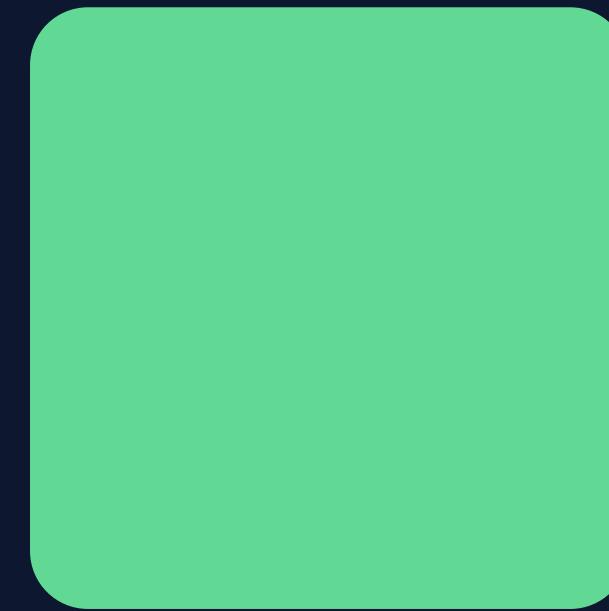
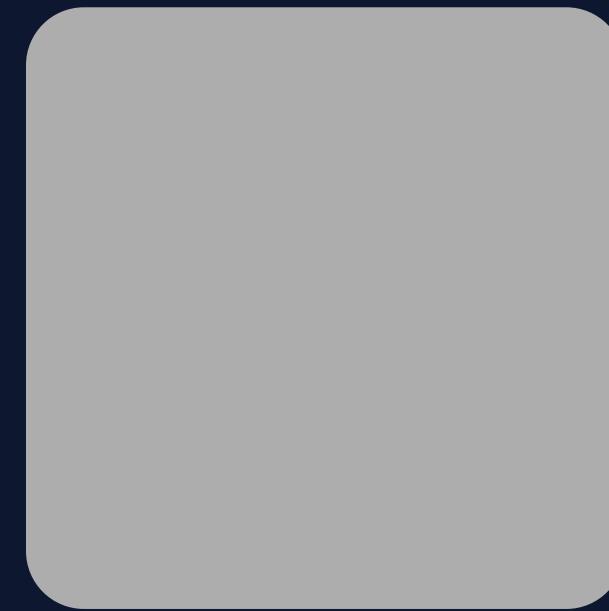
---

The grey shades are for text and diagrams.

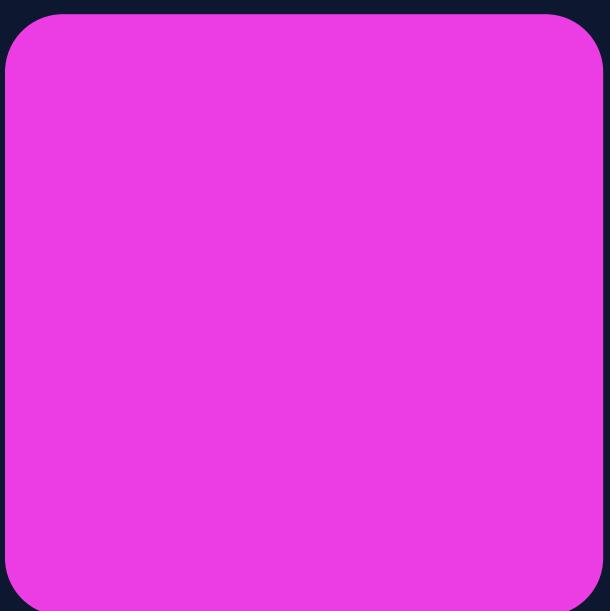


# Dark mode

WCAG AAA:



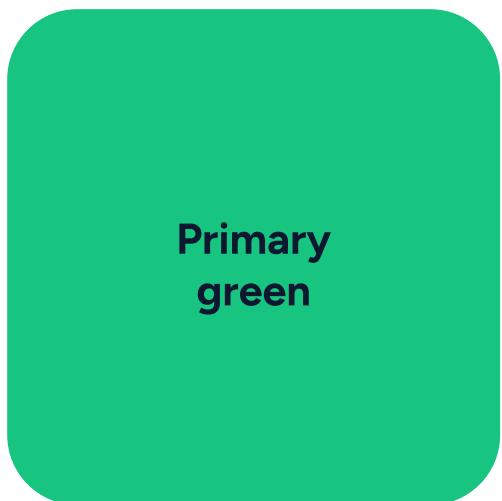
WCAG AA:



---

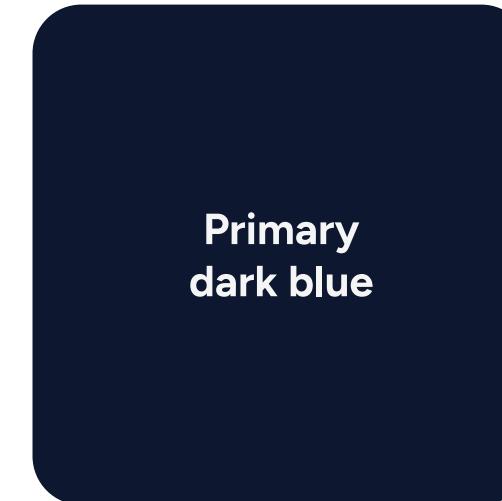
The brand assets will predominantly be used in dark mode with the primary dark blue as the consistent background colour.

# Colour palette overview



**Primary  
green**

#17c480  
R:23 G:196 B:128  
C:71 M:0 Y:69 K:0



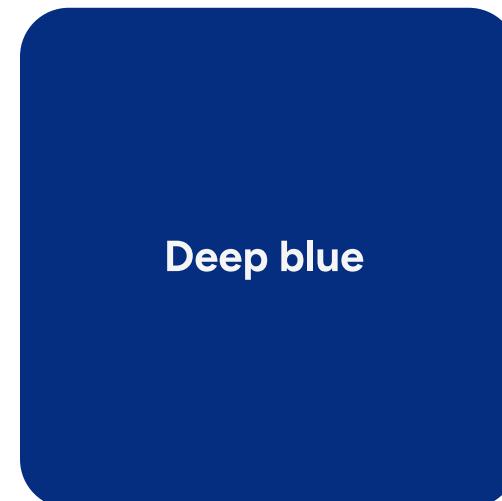
**Primary  
dark blue**

#0d1830  
R:13 G:24 B:48  
C:93 M:84 Y:50 K:64



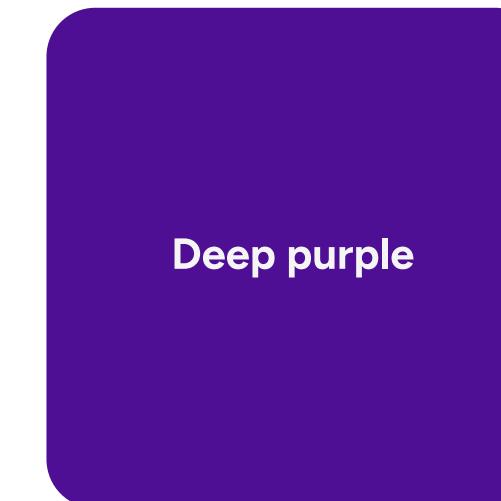
**Deep teal**

#005461  
R:0 G:84 B:97  
C:93 M:54 Y:49 K:27



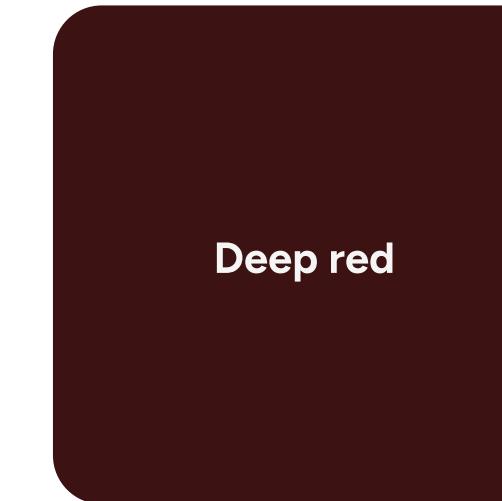
**Deep blue**

#052e80  
R:5 G:46 B:128  
C:100 M:92 Y:20 K:9



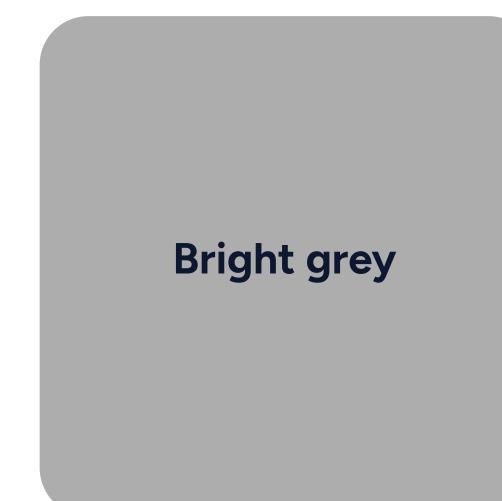
**Deep purple**

#4e0f94  
R:78 G:15 B:148  
C:86 M:100 Y:2 K:1



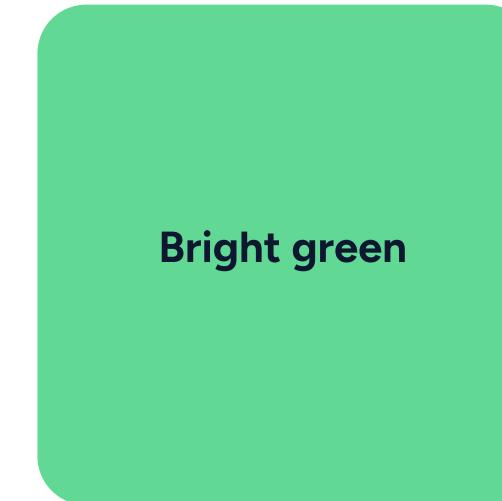
**Deep red**

#3c1111  
R:60 G:17 B:17  
C:48 M:82 Y:73 K:73



**Bright grey**

#adadad  
R:173 G:173 B:173  
C:33 M:27 Y:27 K:0



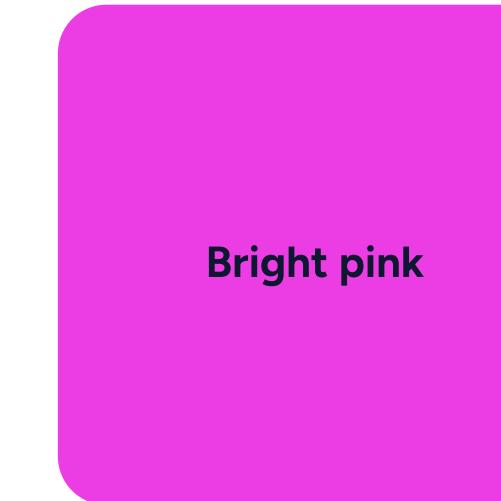
**Bright green**

#61d894  
R:97 G:216 B:148  
C:56 M:0 Y:58 K:0



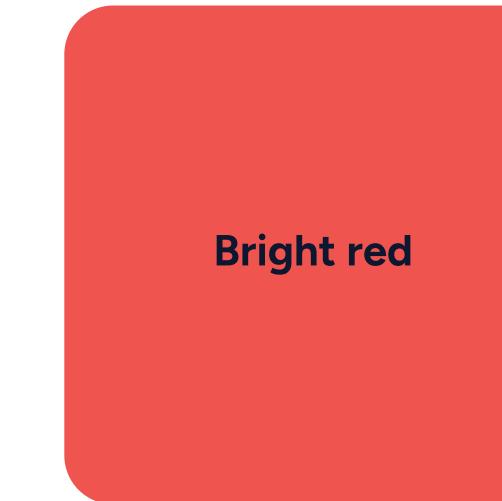
**Bright blue**

#1dbcfc  
R:29 G:188 B:188  
C:71 M:0 Y:31 K:0



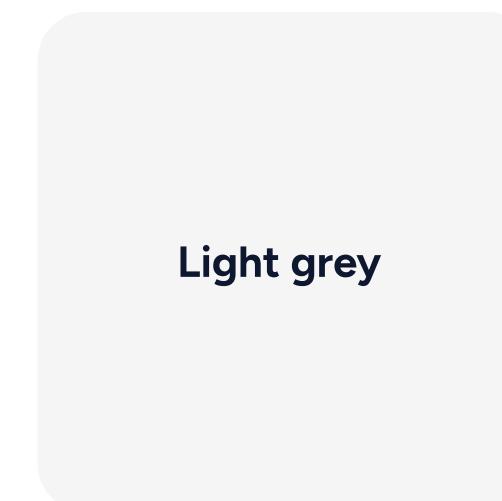
**Bright pink**

#ea3de2  
R:234 G:61 B:226  
C:27 M:79 Y:0 K:0



**Bright red**

#ef5350  
R:239 G:83 B:80  
C:0 M:83 Y:67 K:0



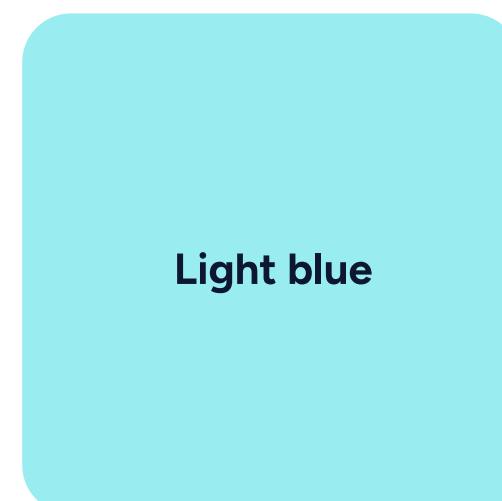
**Light grey**

#f4f4f4  
R:244 G:244 B:244  
C:3 M:2 Y:2 K:0



**Light green**

#b3ffd8  
R:179 G:255 B:216  
C:26 M:0 Y:24 K:0



**Light blue**

#9aecf0  
R:154 G:236 B:240  
C:34 M:0 Y:10 K:0



**Light lilac**

#b8c3f4  
R:184 G:195 B:244  
C:25 M:19 Y:0 K:0

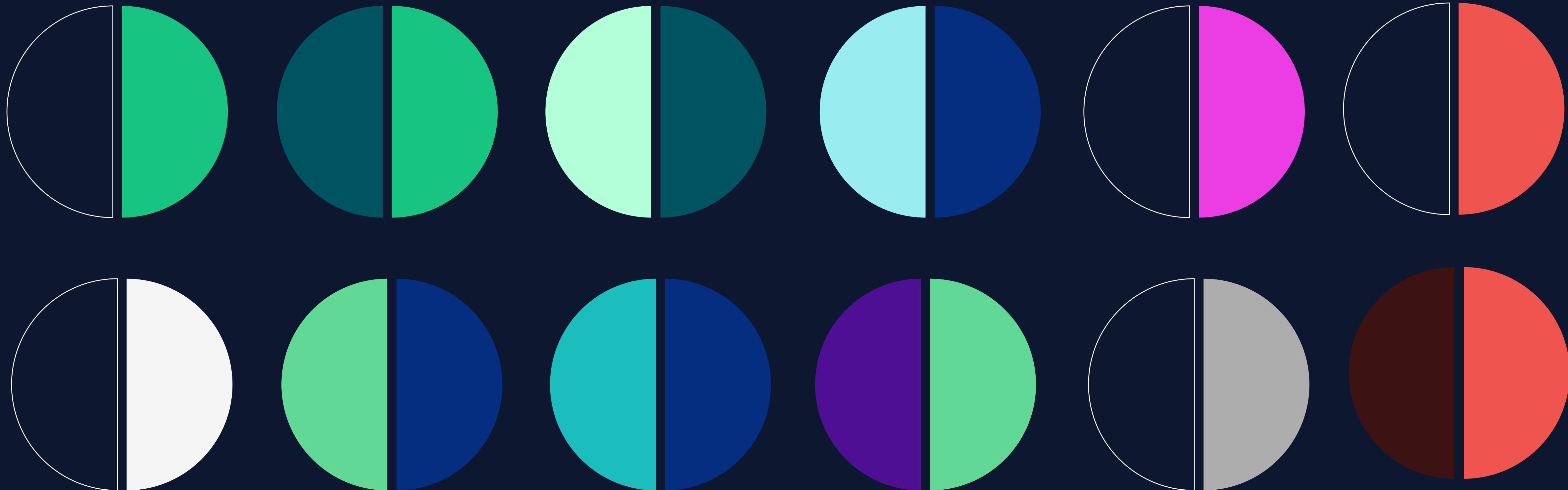


**Light red**

#ef9a9a  
R:239 G:154 B:154  
C:3 M:48 Y:28 K:0

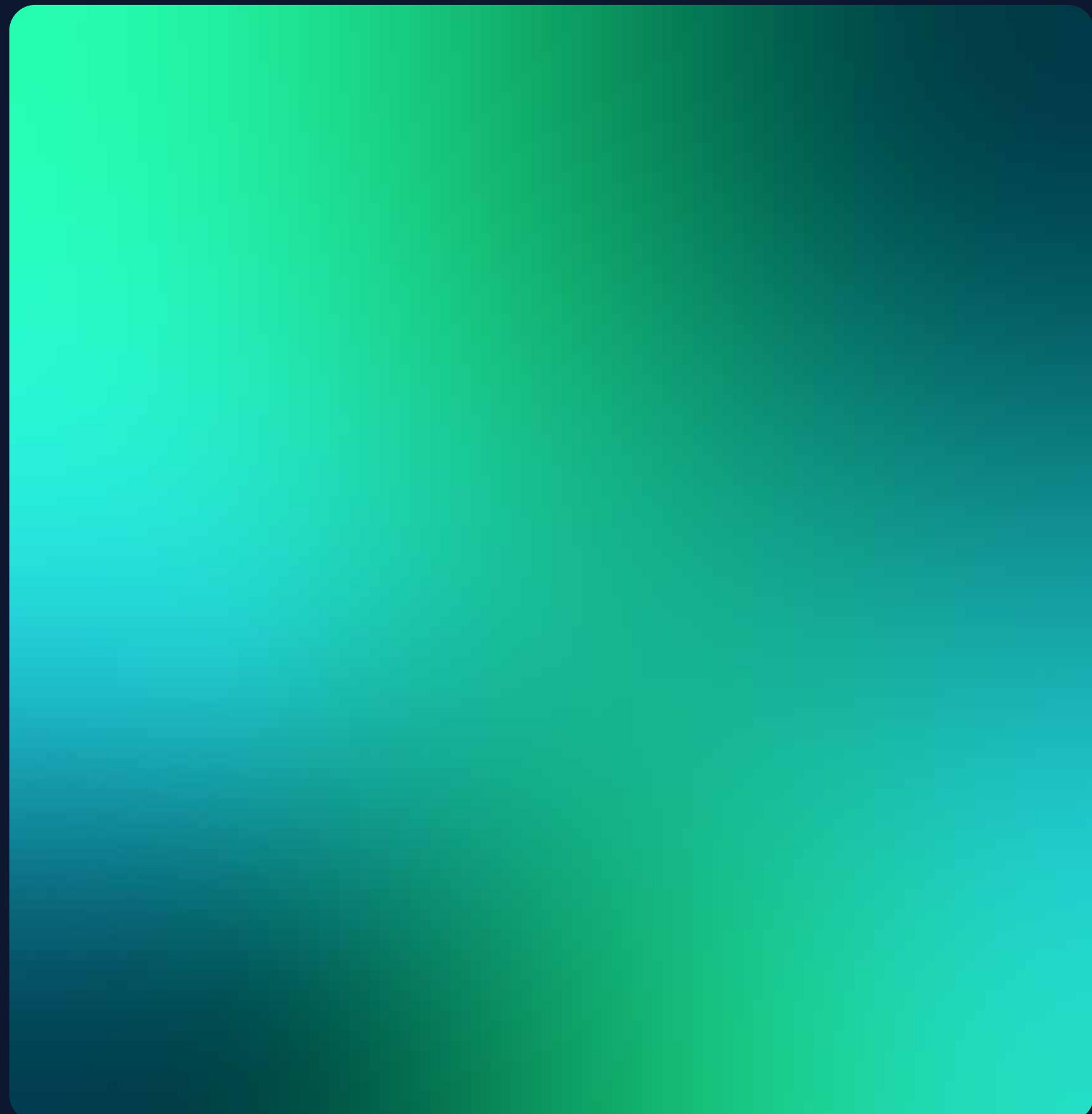
# Colour combinations

Based on WCAG AA:

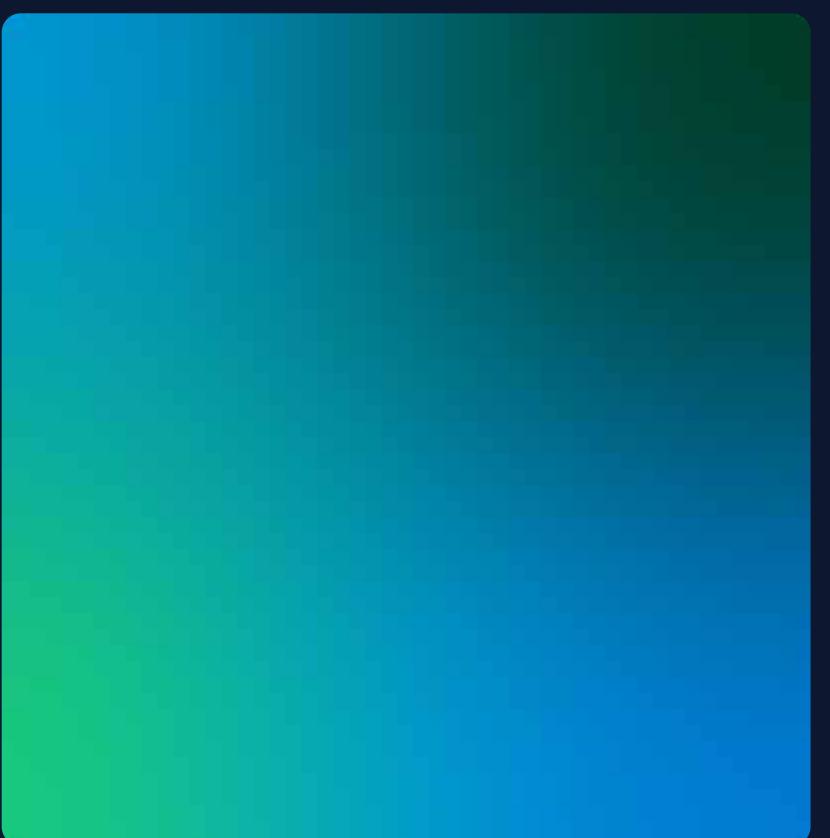
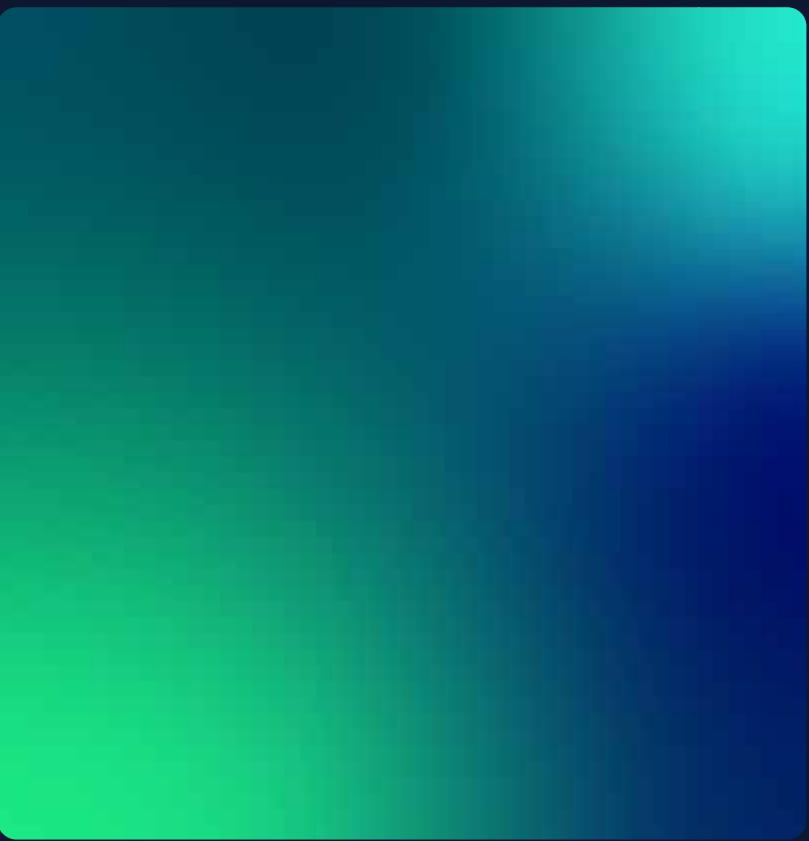


# Gradients

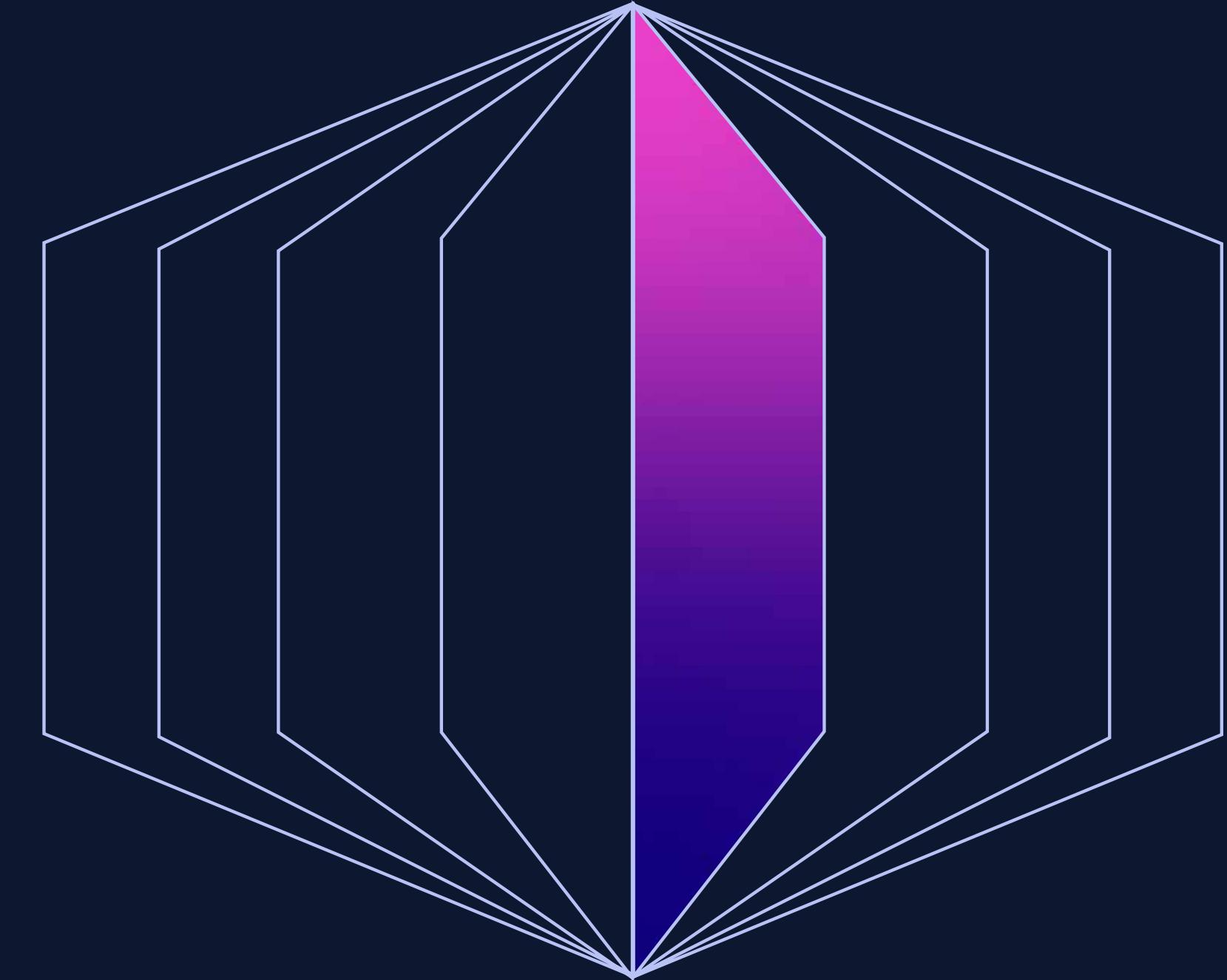
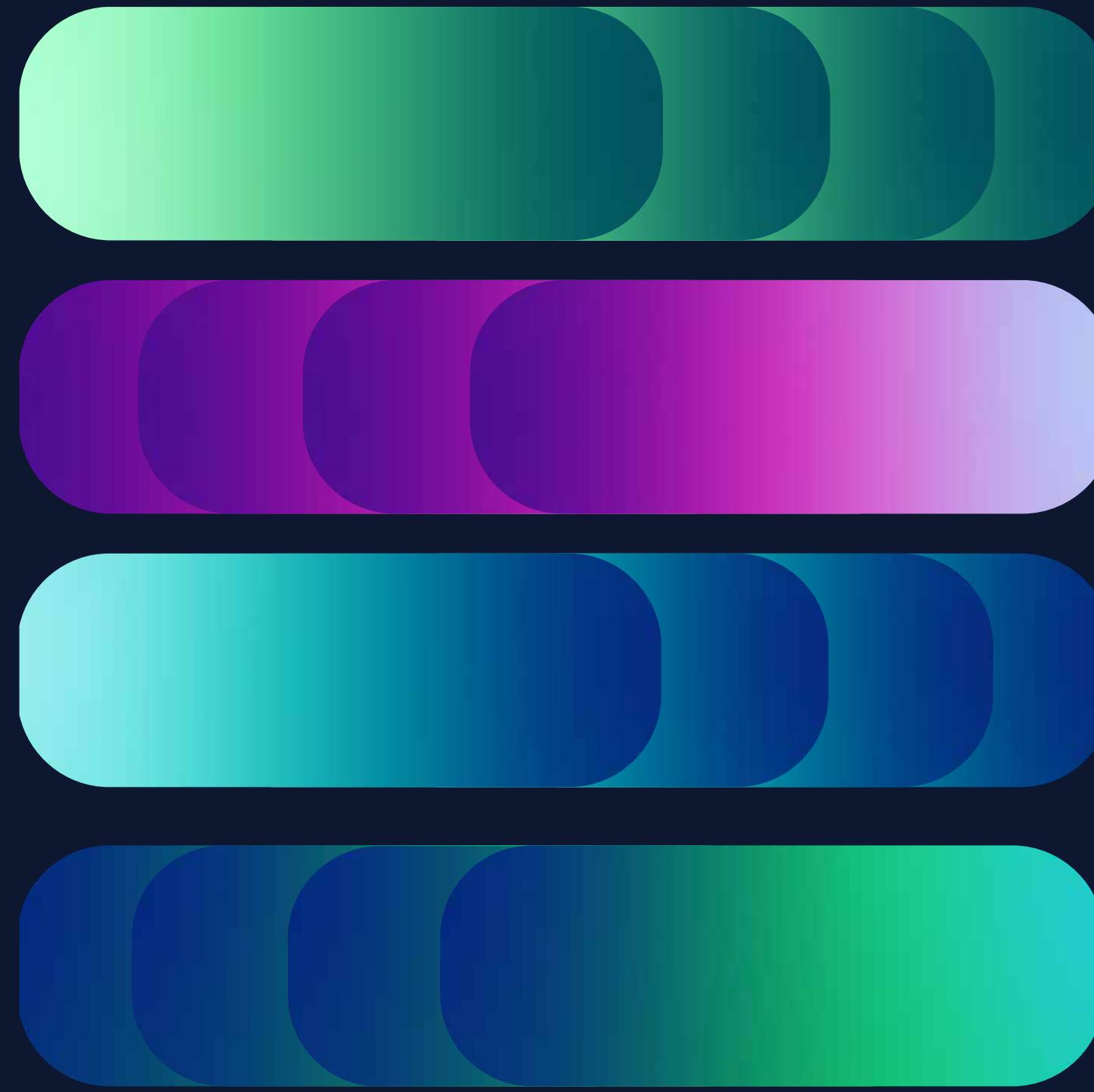
Core gradient



Secondary variations



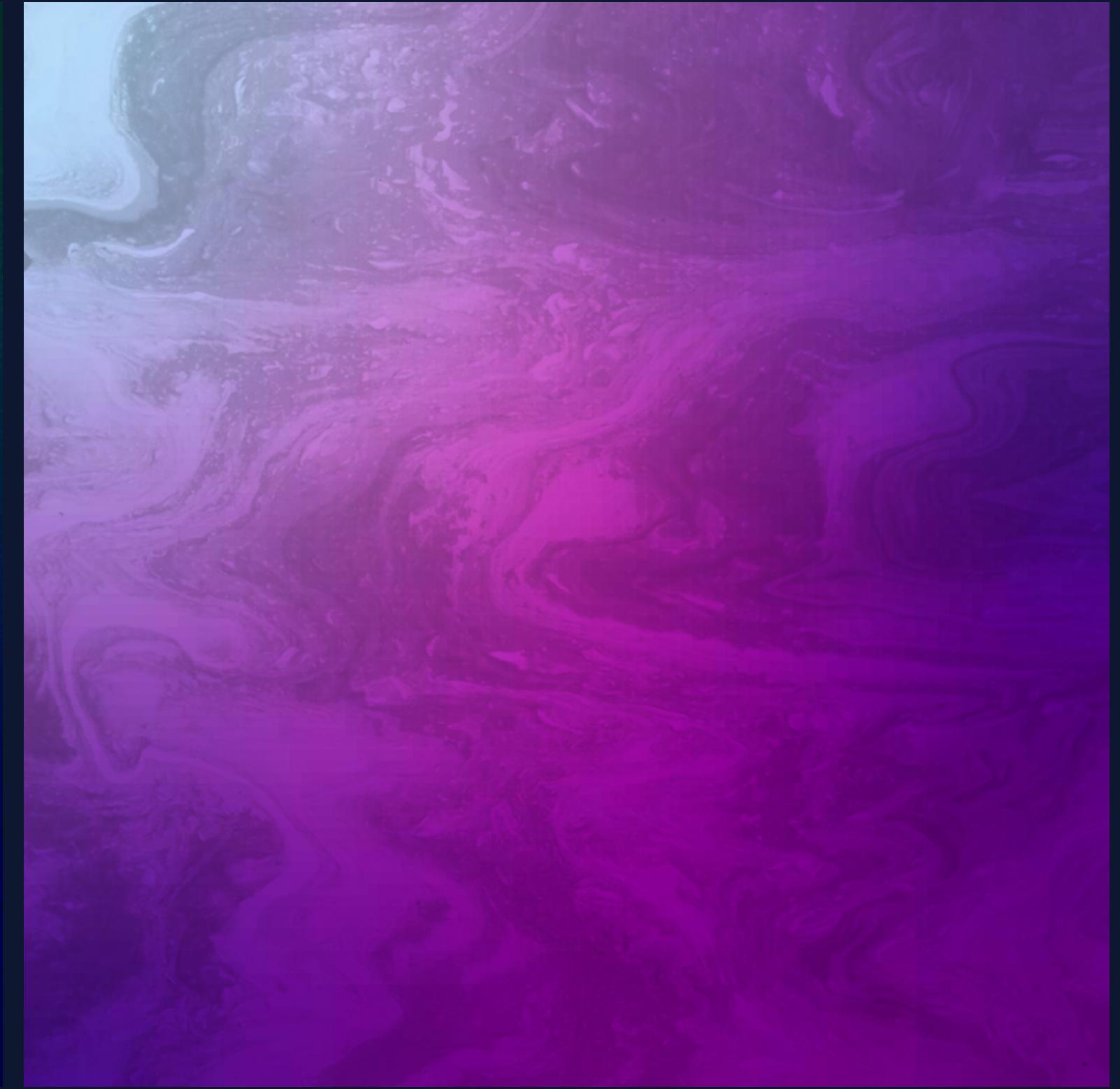
# Gradient uses



---

Gradients can be created from the primary green, and the pink and blue shades. The pink shouldn't be mixed with the blue or green but the blue and green can mix together. Gradients can be used for icons, key shapes in illustrations, as backgrounds on title slides/ sections of presentations and printed assets like posters.

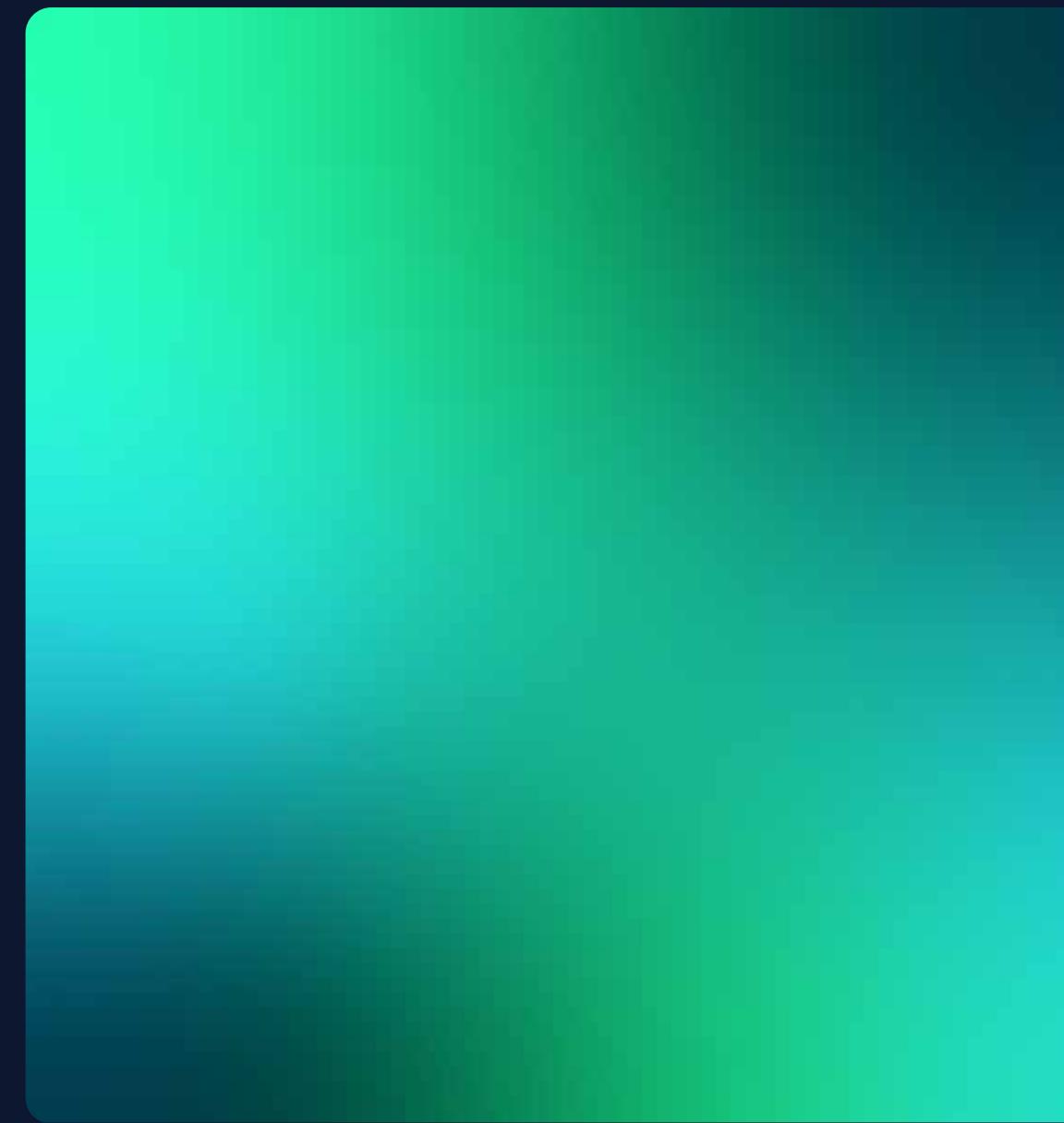
# Gradient uses (continued)



---

Core textures and imagery can be put over gradients (Blending mode - Multiply, 30% opacity).

# Icon style

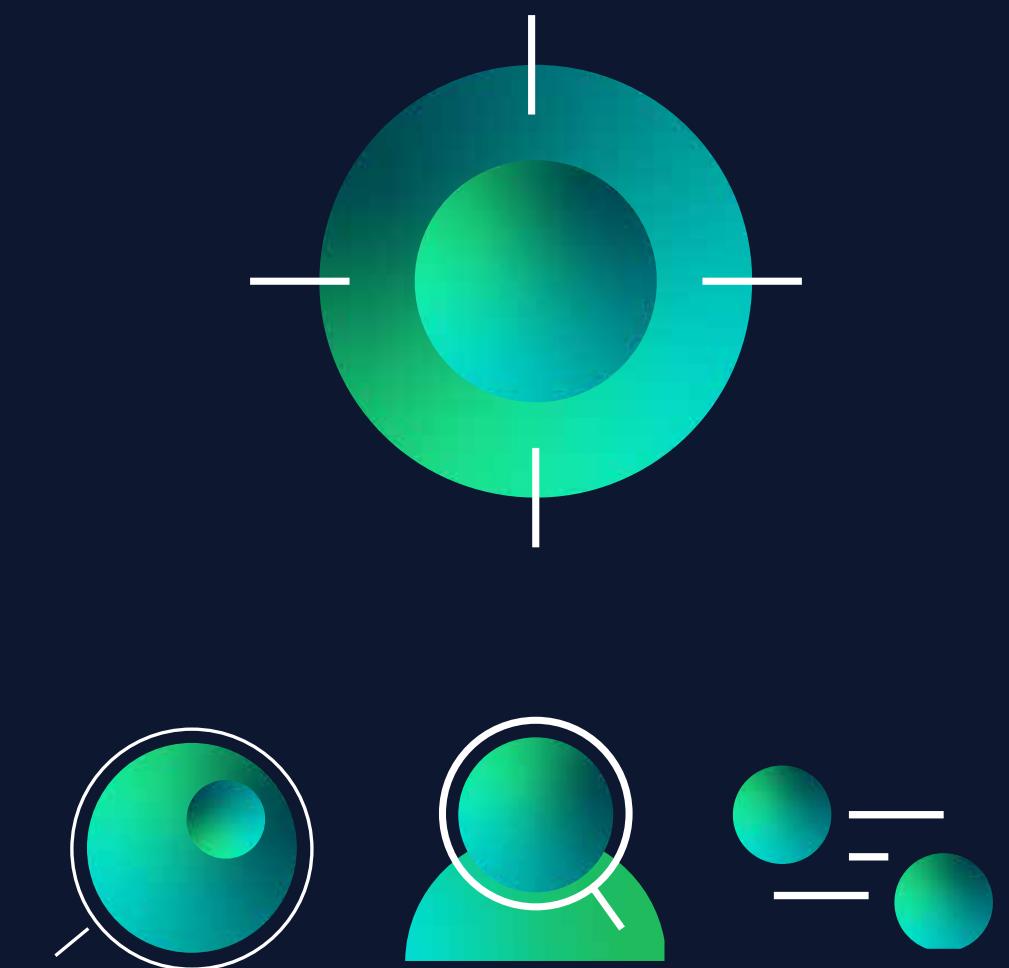


Core icons should use the primary icon gradient. Icons have elements or key details as white lines (2pt thickness). The icons are flat, simply shapes but have a 3D feel from the use of gradient, lines and layering.

# Core icons



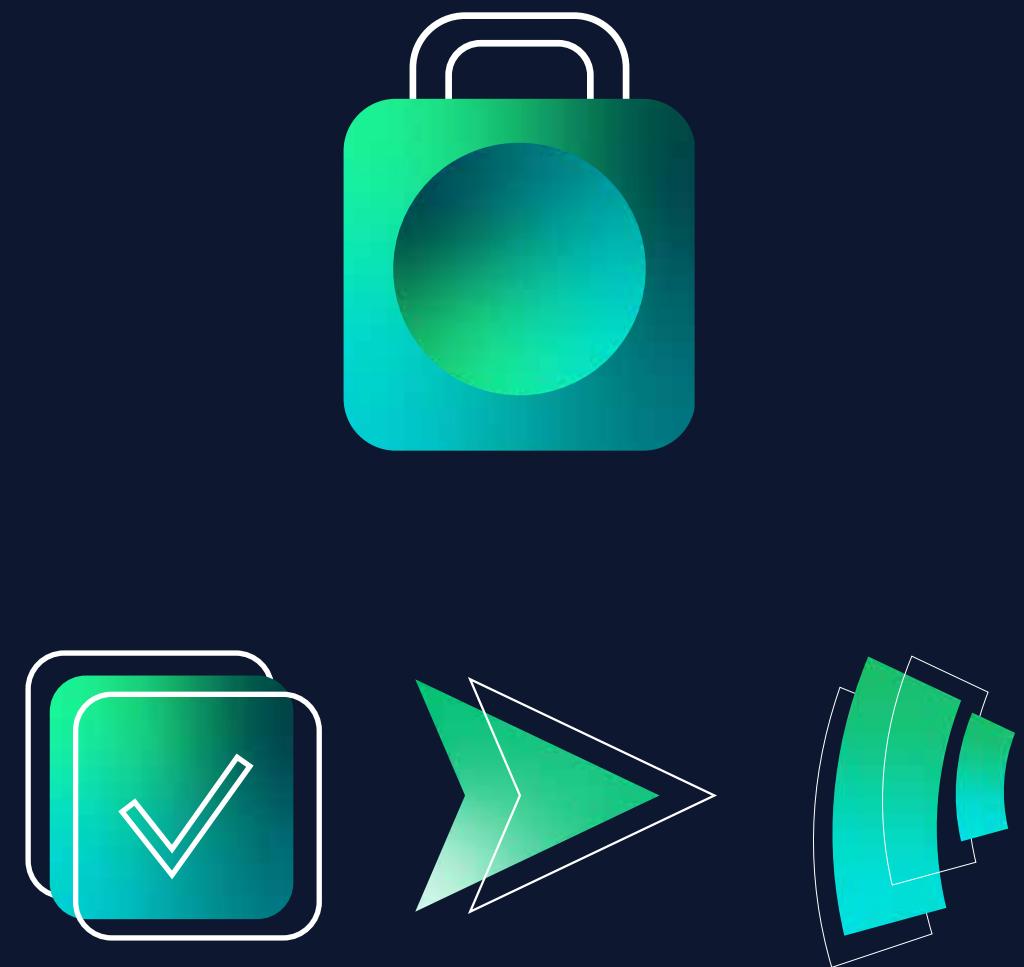
Site memory



Reporting agent

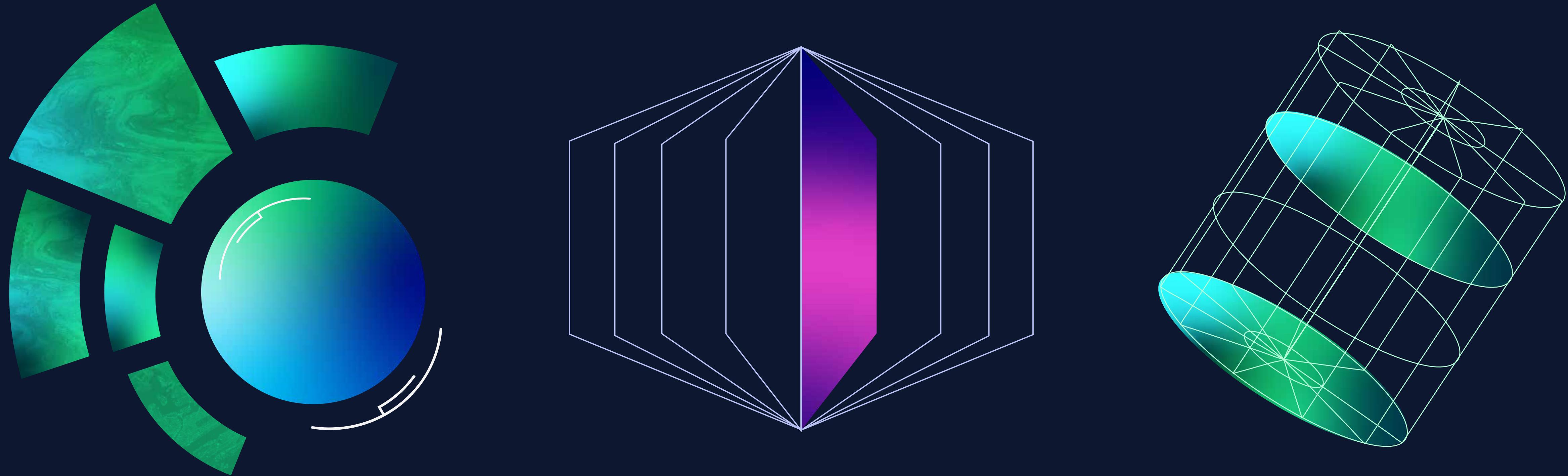


Field agent



Site handover tool

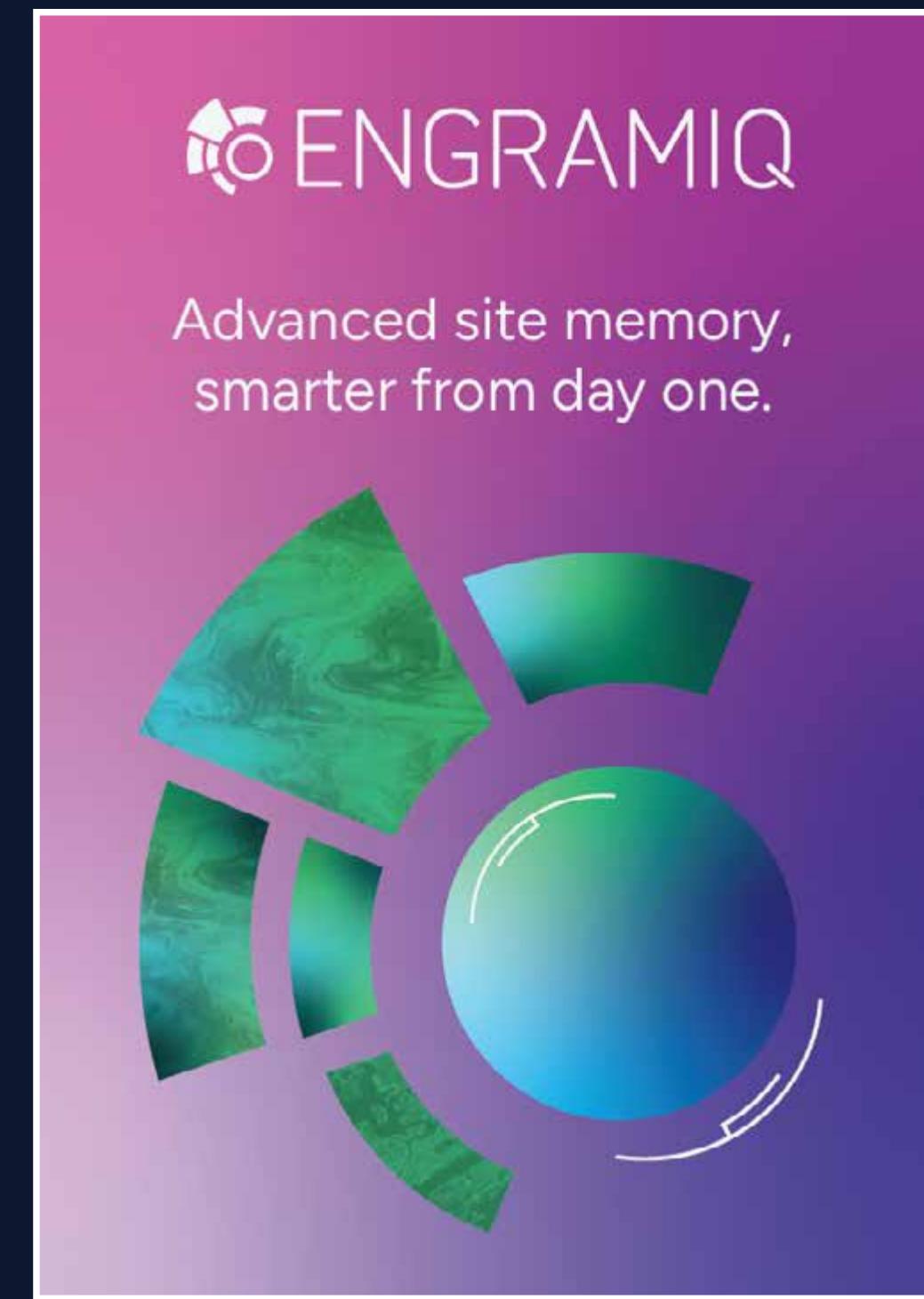
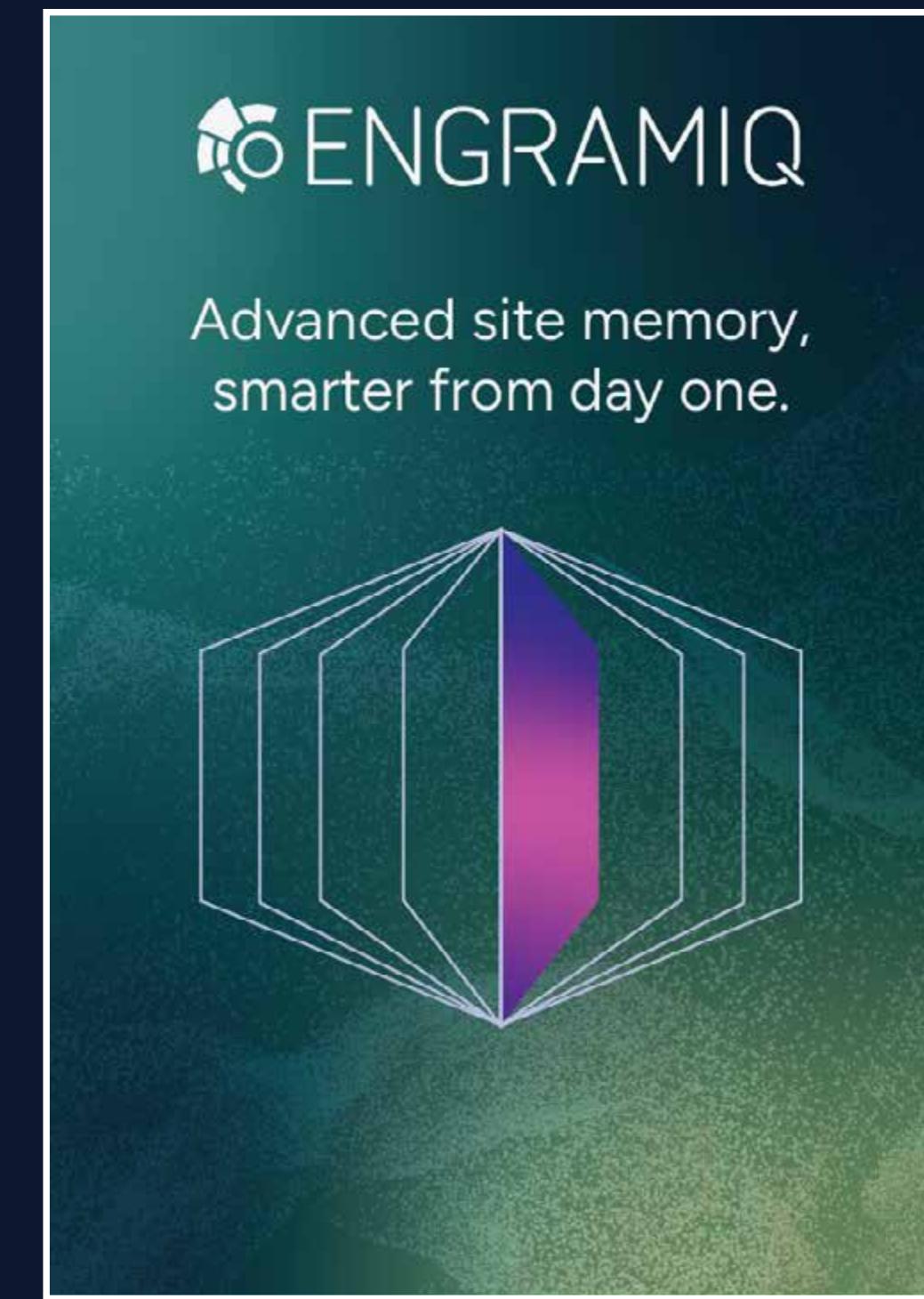
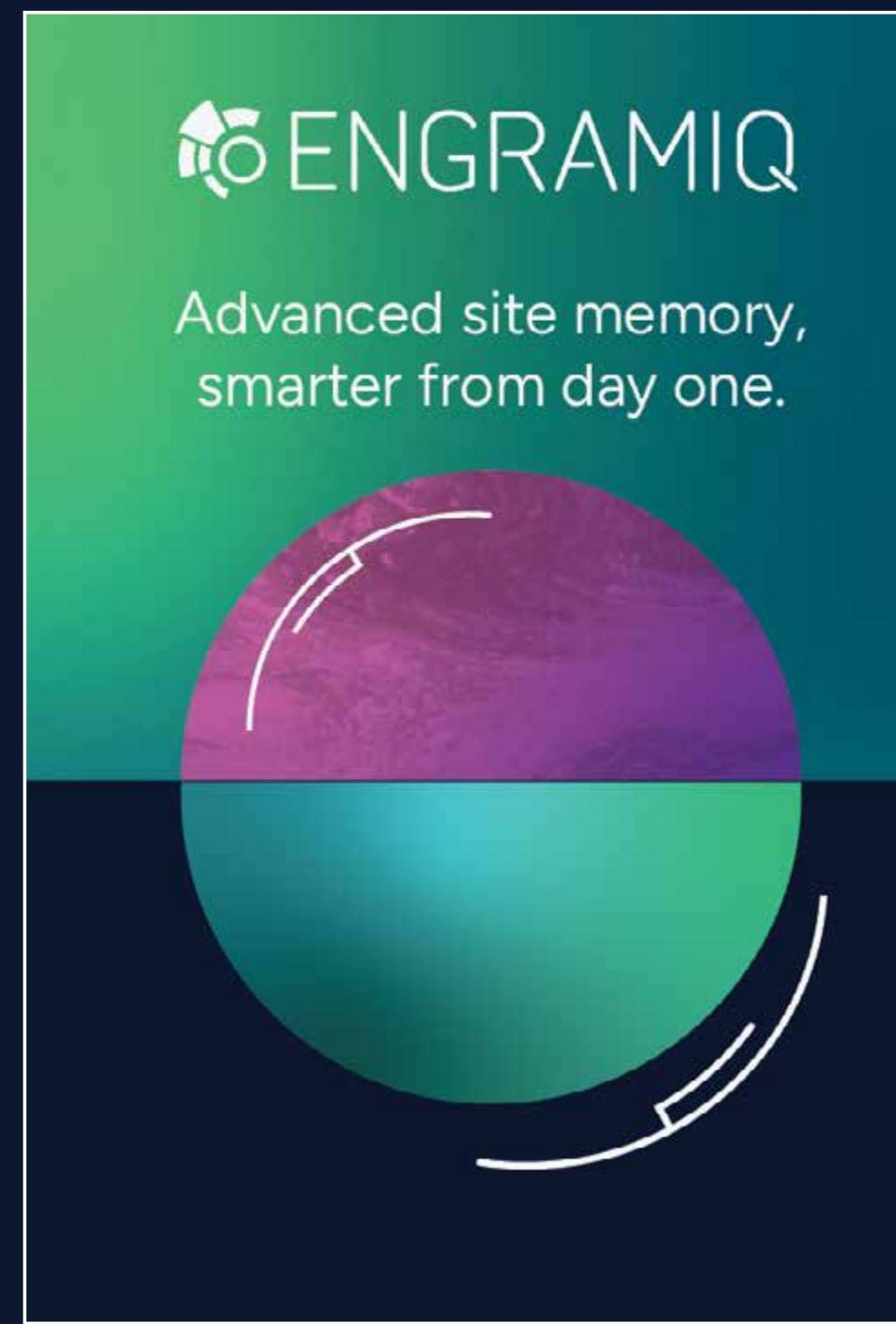
# Illustration / diagram style



---

Illustrations and diagrams are inspired by technical draft drawings. Should always be made from 2pt lines (in a light shade) and combined with block colours / gradient and textured shapes.

# Bringing assets together



---

Examples of how brand elements can be combined in a collage style through layering of icons, illustrations and gradients.

# Any questions?

Get in touch: [hello@michellerobb.co.uk](mailto:hello@michellerobb.co.uk)

