



BRAND
MANUAL

DECEMBER
2018

PROMISE**01**

BRANDMARK**02**

TYPOGRAPHY**03**

COLOUR**04**

VISUAL**05**

PROMISE 01

We are the voice
for thriving
ideas.



PROMISE 01

We make dreams
a reality in ways
that no one
else can.



BRANDMARK 02

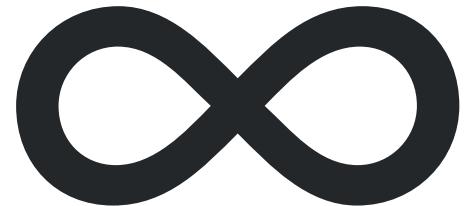
OUR IMAGE

Our name is our brand and while we have many looks, they stand together as one message.

Ankura literally means 'sprout' or 'new growth', our name represents our mission to bring growth to brands through strong communication.



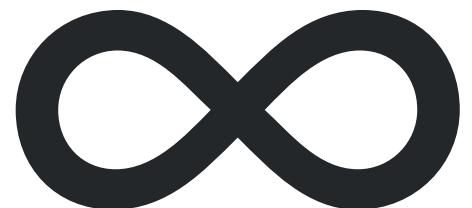
ANKURA



ANKURA



ANKURA



ANKURA

BRANDMARK 02

WHITE SPACE

The brandmark needs space to breath, please make sure you don't place it too close to other elements.

Ensure that you always leave at least one logo letter space around it empty.

The colour brandmark should only be used on a white background. Any other use, including overlaid on to images should use the white or grey brandmark.

The text only brandmark may be used in situations when it is appropriate to do so. As with the main brand mark, the colour mark should only be used on white background, with grey or white used in situations where it is appropriate to do so.



BRANDMARK 02

A V O I D



Avoid tilt the brandmark.



Avoid altering the brandmark colour.



Avoid applying any kind of effect on to the logo.



Avoid stretching the brandmark.



Avoid placing the brandmark in a container



Avoid placing the colour brandmark directly on to an image

TYPEOGRAPHY 03

FONTFACE

A font can tell a thousand words.

Using the correct font is essential. Various weights and spacings of Montserrat is used for headings and subheadings. Our body text is always in Merriweather regular.

MAIN MONTSERRAT

UPPER CASE - REGULAR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SUBHEADING MONTSERRAT

UPPER CASE - THIN

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BODY Merriweather

Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

COLOUR 04

OUR EMOTION

Colour is how
we emotionally
connect with
our customers.

Strong but simplistic use of our two brand colours, or the gradient is essential for brand consistency.



MARIANAS
#2A3281

C: 24%
M: 31%
Y: 0%
K: 49%



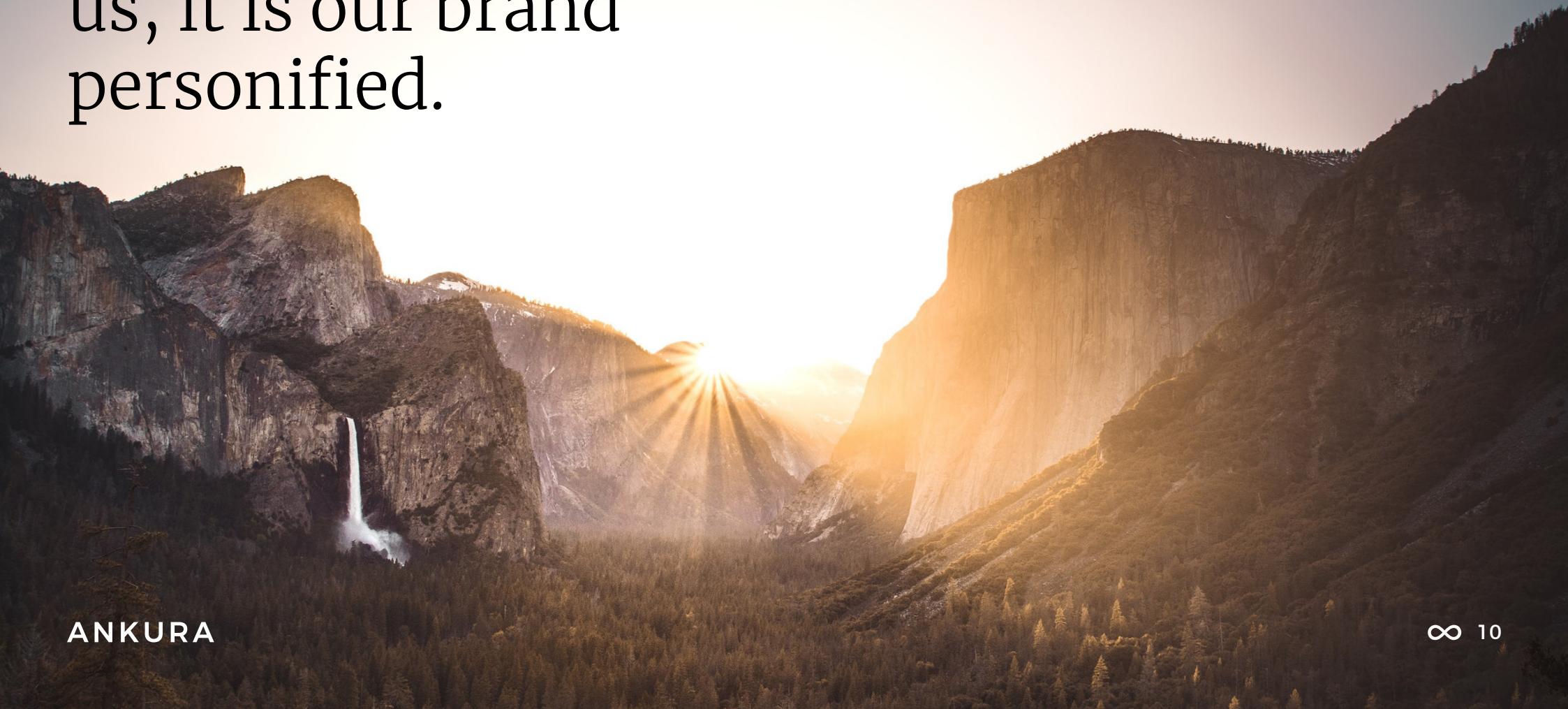
WATER JET
#3CA7D9

C: 62%
M: 20%
Y: 0%
K: 15%

VISUAL05

HOW WE ARE SEEN

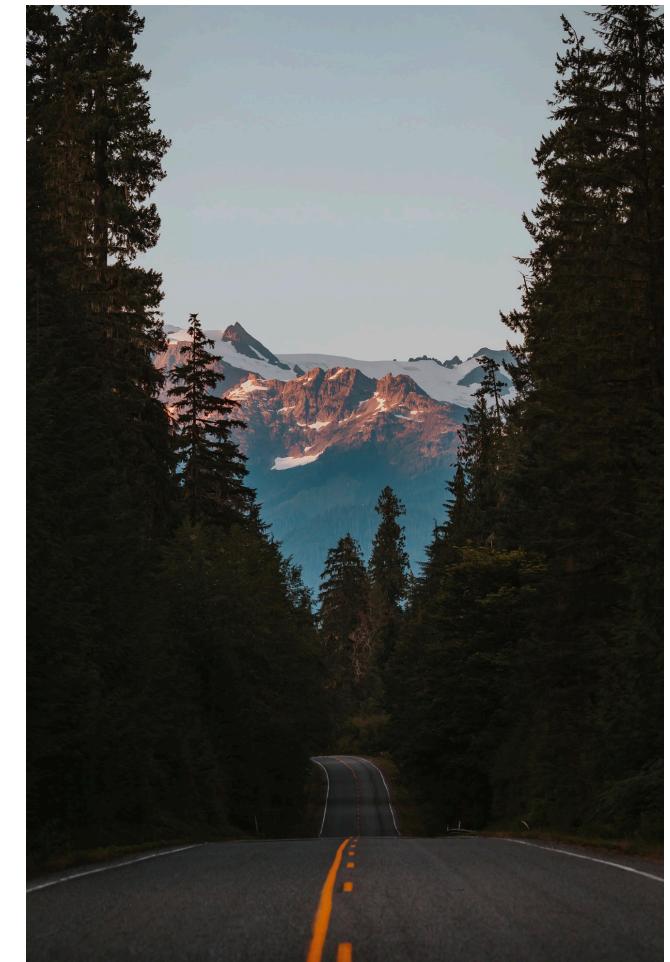
Our visuals are
how others see
us, it is our brand
personified.



VISUAL 05

HOW WE ARE SEEN

Our visuals must be bright and inspiring. To stay on brand we always have a element of nature present as it reflects our core values of fresh creativity and new growth.





OUR BRAND
IS OUR
FLAG
IT REPRESENTS
OUR VALUES



OUR BRAND
IS OUR
FLAG

IT EXISTS IN MANY
FORMS



W W W . A N K U R A . C O . U K