



Ankr

Ankr Visual Identity 1.0.0

December 2018



Ankr

Visual Identity 1.0.0
Oct 2018

Ankr : Secure Distributed Computing

Ankr is building a cheaper, securer and faster cloud using idle processing power in data centers and edge devices.

We created these guidelines to help authorized users of the Ankr Foundation's official marks represent our identity in a way that is consistent with the quality, impact and ambition of our project.

Using these marks accurately is a serious responsibility and is regulated by our brand guidelines, located at <https://www.ankr.network>. If you have any questions please contact brand@ankr.network

1.0 Toolkit

1.1 The Ankr Icon

1.2 The Ankr Signature

1.3 The Logotype

1.4 Core Colour Palette

1.5 The Ankr Icon Colour

1.6 Typeface

1.7 Typeface Usage

1.8 Powered by Ankr

1.9 Branding Guides Monochromatic

2.0 Forbidden Logo Usage

2.1 Icon Set

2.2 Illustrations

1.0 Toolkit

A set of components combined together to create the unique look and feel of the Ankr brand.

Ankr official Icon



Logo Fonts

Ankr

Colours



Background Colors



Tone of voice

Stable, Technology, Futurism

Ankr social media logo



Logo Fonts

Ankr

Colours



Background Colors





Ankr



1.2 The Ankr Signature

To help cover all circumstances, we have developed an all white signature and an all black signature.



Ankr



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1.3 The Logotype

The logotype remains a constant bridge between the Ankr identity and presentation.

Its weight and letterspacing should never be altered in any way and its relationship to the Ankr Icon should be presented as established in these guidelines.



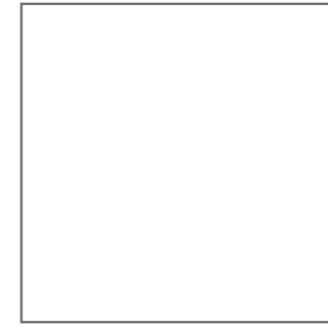
2A3A85

RGB: 42, 58, 133

CMYK: 99%, 91%, 15%, 3%

On the # DCEEF4 background

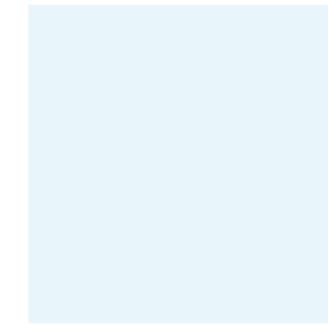
1.4 Core Colour Palette



FFFFFF
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%



F0FAFD
RGB: 240, 250, 254
CMYK: 4%, 0%, 0%, 0%



E8F5FC
RGB: 232, 245, 252
CMYK: 7%, 0%, 0%, 0%



DAEEFA
RGB: 220, 238, 244
CMYK: 12%, 1%, 2%, 0%



C2DFF1
RGB: 194, 223, 241
CMYK: 22%, 4%, 2%, 0%



35ADDD
RGB: 53, 173, 221
CMYK: 69%, 13%, 4%, 0%



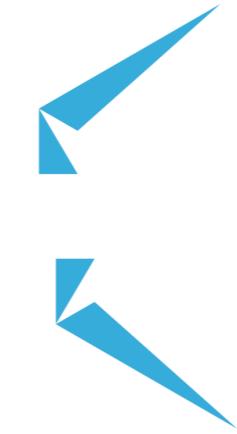
DCEEF4
RGB: 42, 139, 203
CMYK: 77%, 35%, 0%, 0%



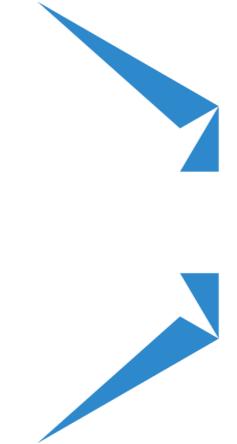
#3D4599
RGB: 61, 69, 153
CMYK: 90%, 86%, 2%, 0%



1.5 The Ankr Icon Colour



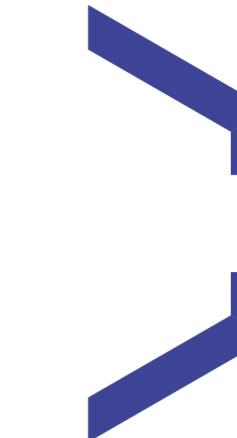
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1.6 Logo Typeface

Our company typeface has been carefully selected to be open, legible, smart and professional. It is called Gotham.

**A B C D E F G H I J K L M
N O P Q R E T U V W X Y Z**
**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 # \$ % & *

1.7 Website Typefaces

Our company website typeface has been carefully selected to be open, legible, smart and professional. They are called Asap & Roboto.

Asap acts as both our headline font and our nav font.

**A B C D E F G H I J K L M
N O P Q R E T U V W X Y Z**
**a b c d e f g h i j k l m
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1 2 3 4 5 6 7 8 9 0 # \$ % & *

Roboto is our preferred default screen font.

**A B C D E F G H I J K L M
N O P Q R E T U V W X Y Z**

a b c d e f g h i j k l m

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1.9 Branding Guides Monochromatic



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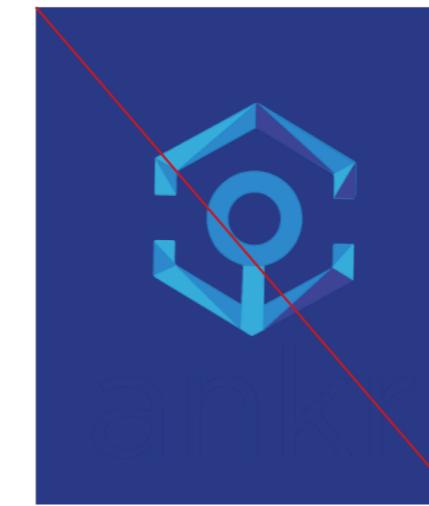


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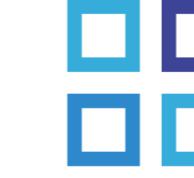
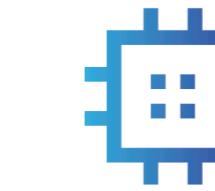
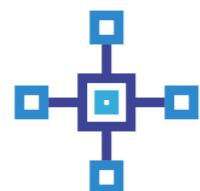


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2.0 Forbidden Logo Usage



2.1 Icon Set



2.2 Illustrations







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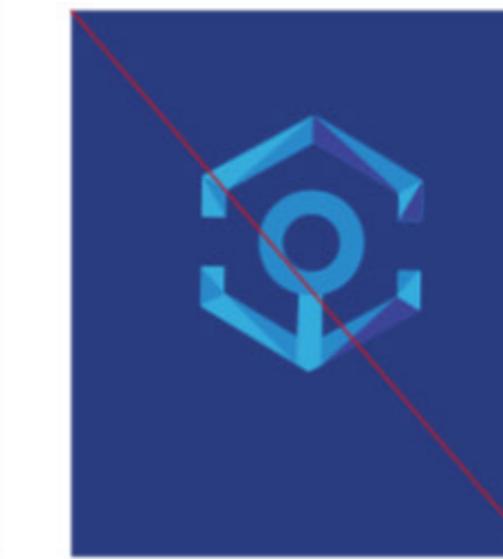


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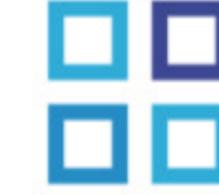
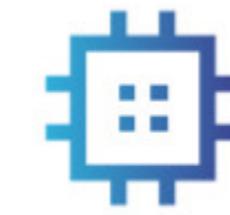


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