ANALYTICA

Corporate Style Guide

December 28, 2016

Our Logo

Official Logo

The official full logo featuring the wordmark with the second 'A' replaced by the icon. This should be used whenever possible to represent the company. The options for use are:

- *Full color on white*
- *White on color (dark)*
- *Single color on white*
- *Black on white*
- *White on black*

Alternate Logo

Alternate stacked version of the logo. This should be used when horizontal space is limited or when the design looks better with a 'square' logo. The options for use are:

- *Full color on white*
- *White on color (dark)*
- *Single color on white*
- *Black on white*
- *White on black*

Icon

The Icon only. Should be used when the size available does not allow for the company name to be clearly read in the first two versions of the logo. The options for use are:

- *Full color on white*
- *White on color (dark)*
- *Single color on white*
- *Black on white*
- *White on black*

Logo Specifications

Clear Space

All forms of the Analytica logo must have a designated amount of clear space on each side. This is to ensure the logo is clearly visible and unobstructed by other elements.

Minimum Size

All forms of the Analytica logo must of the minimum size for clear legibility.
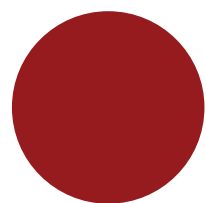

Don'ts

1. Apply effects
2. Distort the dimensions
3. Rotate
4. Use non specified color combination
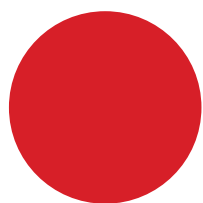5. Change the configuration
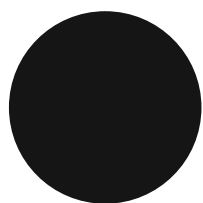
Colors

Primary Brand Palette

These colors are to be used with the Analytica logo and in all places the Analytica brand is being communicated.

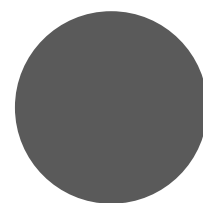|				
CMYK: 26, 100, 98, 25 RGB: 150, 28, 31 HEX: #961C1F	CMYK: 9, 100, 98, 1 RGB: 215, 31, 40 HEX: #D71F28	CMYK: 0, 0, 0, 92 RGB: 21, 21, 21 HEX: #151515	CMYK: 0, 0, 0, 65 RGB: 90, 90, 90 HEX: #5A5A5A	CMYK: 7, 5, 5, 0 RGB: 235, 235, 235 HEX: #EBEBEB

Secondary Brand Palettes

These colors complement our primary brand palette and work well as accent colors and highlights to bring more range to the Analytica brand. This Palette should only be used to support the primary brand colors. For publications that are more complicated or have deeper levels of information, these accent colors can help communicate content more clearly.

Dark

	CMYK	RGB	HEX
	CMYK: 100, 75, 38, 26	RGB: 6, 65, 98	HEX: #064162
	CMYK: 89, 38, 70, 27	RGB: 9, 99, 82	HEX: #096352
	CMYK: 37, 41, 100, 10	RGB: 158, 131, 14	HEX: #9E830E
	CMYK: 16, 73, 100, 5	RGB: 201, 95, 0	HEX: #C95F00
	CMYK: 80, 98, 33, 26	RGB: 73, 35, 91	HEX: #49235B

Bright

	CMYK	RGB	HEX
	CMYK: 71, 27, 0, 0	RGB: 15, 158, 238	HEX: #0F9EEE
	CMYK: 77, 4, 56, 0	RGB: 16, 175, 145	HEX: #10AF91
	CMYK: 1, 10, 83, 0	RGB: 255, 221, 72	HEX: #ECCD06
	CMYK: 0, 45, 79, 0	RGB: 255, 159, 72	HEX: #FF9F48
	CMYK: 51, 80, 0, 0	RGB: 140, 81, 167	HEX: #8C51A7

Colors (Continued)

Color Gradients

These gradient hues fill the gap between the dark and bright colors in the Palette. These colors are to be used when a gradient or variation on a single color is needed for Aalytica's brand identity.

Typography

Our primary typeface for all body text is Helvetica Neue. We utilize regular weight for standard copy and can use other weights and styles to give emphasis. Our heading typeface is Century Gothic in regular weight. All font choices should follow the standards outlined below.

On Light Color Background	On Dark Color Background	Usage
Heading 1 / Heading 1 — Font: Century Gothic, Weight: Regular/400, Style: Normal, Print Size: 20pt, Web Size: 36px	**Heading 1** / Heading 1 — Font: Century Gothic, Weight: Regular/400, Style: Normal, Print Size: 20pt, Web Size: 36px	Top level heading of documents and web pages. There should be no more than one heading of this level on a document or page.
Heading 2 / Heading 2 — Font: Century Gothic, Weight: Regular/400, Style: Normal, Print Size: 16pt, Web Size: 28px	**Heading 2** / Heading 2 — Font: Century Gothic, Weight: Regular/400, Style: Normal, Print Size: 16pt, Web Size: 28px	Secondary heading to identify a section with in a document or page. This heading should not be used unless there is more than one section in the document.
Heading 3 / Heading 3 / Heading 3 / Heading 3 — Font: Century Gothic, Weight: Regular/400, Style: Normal, Print Size: 14pt, Web Size: 22px	Heading 3 / Heading 3 / Heading 3 / Heading 3 — Font: Century Gothic, Weight: Regular/400, Style: Normal, Print Size: 14pt, Web Size: 22px	Third level sub heading. This heading style should only be used when there is two or more sections under the level 2 heading.
Heading 4 / **Heading 4** / **Heading 4** / **Heading 4** — Font: Calibri, Weight: Bold/600, Style: Normal, Print Size: 12pt, Web Size: 16px	**Heading 4** / **Heading 4** / **Heading 4** / **Heading 4** — Font: Calibri, Weight: Bold/600, Style: Normal, Print Size: 12pt, Web Size: 16px	Fourth level sub heading. This heading should only be used when there are two or more sections under a level 3 heading.
Body Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. — Font: Calibri, Weight: Regular/400, Style: Normal, Print Size: 10pt - 12pt, Web Size: 16px	Body Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. — Font: Calibri, Weight: Regular/400, Style: Normal, Print Size: 10pt - 12pt, Web Size: 16px	Body text of documents and web pages. The style can be changed to emphasize specific parts of the text (bold, italics, underlines, etc...), The font size for body text in printed documents can range between 10pt and 12pt, this can be adjusted based upon the layout and amount of text that needs to fit.