Brand Guide for ANALYTICA

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Our 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 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*

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*