

aztech

brand guidelines

Version 1.0

where to?

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Contents to
be populated
fully on final
sign off

empowering people through technology

A series of thin, white, concentric wavy lines that curve upwards from the bottom left towards the top right, creating a sense of motion and flow.

We have a deep rooted belief here at aztech; that well-designed technology should flow seamlessly into your world, adapting to human life, never the other way around. It's why we always take a personalised approach when working with every client, immersing ourselves in your world to create more effective and efficient working environments that empowers people and enhance their lives.

Our vision

to empower people
through every
technology experience



TBC BY
CLIENT

Our mission

To create long-term relationships and provide technology that fits into their world, keeping them protected, 24/7, 365 days a year.



TBC BY
CLIENT



our logo

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Logo

The aztech logo is clean, modern and typographic. It should never be locked up with a tag line and remain clear and legible across all assets.

It should not go any smaller than 70px in width on digital assets and 25mm in width on printed assets. Please ensure our logo is treated with care and not altered in anyway.

aztech



Minimum width 70px or 25mm

Safe area

The minimum safe zone shown opposite should be adhered to so no content or imagery sits within this area. Giving our logo breathing space allows for clarity and strong standout.



Usage

Use the logo in orange on a light background and white out on a dark background. When using on an image, use the logo that is most legible on the background and place in a clear space.

Follow the do not's shown opposite in all circumstances where the logo is shown.

aztech



aztech

✗ Do not put on an angle

aztech

✗ Do not resize elements

aztech

IT Solutions

✗ Do not add a tagline

aztech

✗ Do not recolour the logo

aztech

✗ Do not outline the logo

az tech

✗ Do not split up the logo

aztech

✗ Do not recolour the logo



our colours

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our colours

Primary palette

When creating comms for aztech, the palette opposite must be used. The aztech Orange is our primary colour and holds great brand equity. The aztech Silver is also a primary colour but the weighting should always be more towards the Orange.

The secondary Bright teal can be used to compliment the brand orange in limited amounts, such as in graphics (refer to page 33). The secondary Dark blue can be used for text across the lighter backgrounds. The white should only be used for text on darker backgrounds. The other secondary colours are to be used in limited places like digital CTAs, animation and social posts.

Social posts is an exception to the rule, where we can use the secondary colour palette in a heavier weighting since posts will always be seen within the context of a branded social grid or page.

aztech Orange

CMYK 0, 74, 93, 0
RGB 255, 90, 0
Hex #ff5a00
Pantone Orange 021 C

aztech Silver

CMYK 8, 3, 3, 0
RGB 240, 242, 245
Hex #f0f2f5
Pantone Cool Gray 1 C

Bright Teal

CMYK 55, 0, 45, 0
RGB 70, 230, 170
Hex #46e6aa
Pantone 333 C

Dark Blue

CMYK 95, 80, 38, 35
RGB 35, 50, 85
Hex #233255
Pantone 539 C

Light Orange

CMYK 0, 42, 50, 0
RGB 255, 166, 120
Hex #ffa678

Yellow

CMYK 0, 0, 100, 0
RGB 255, 255, 0
Hex #ffff00

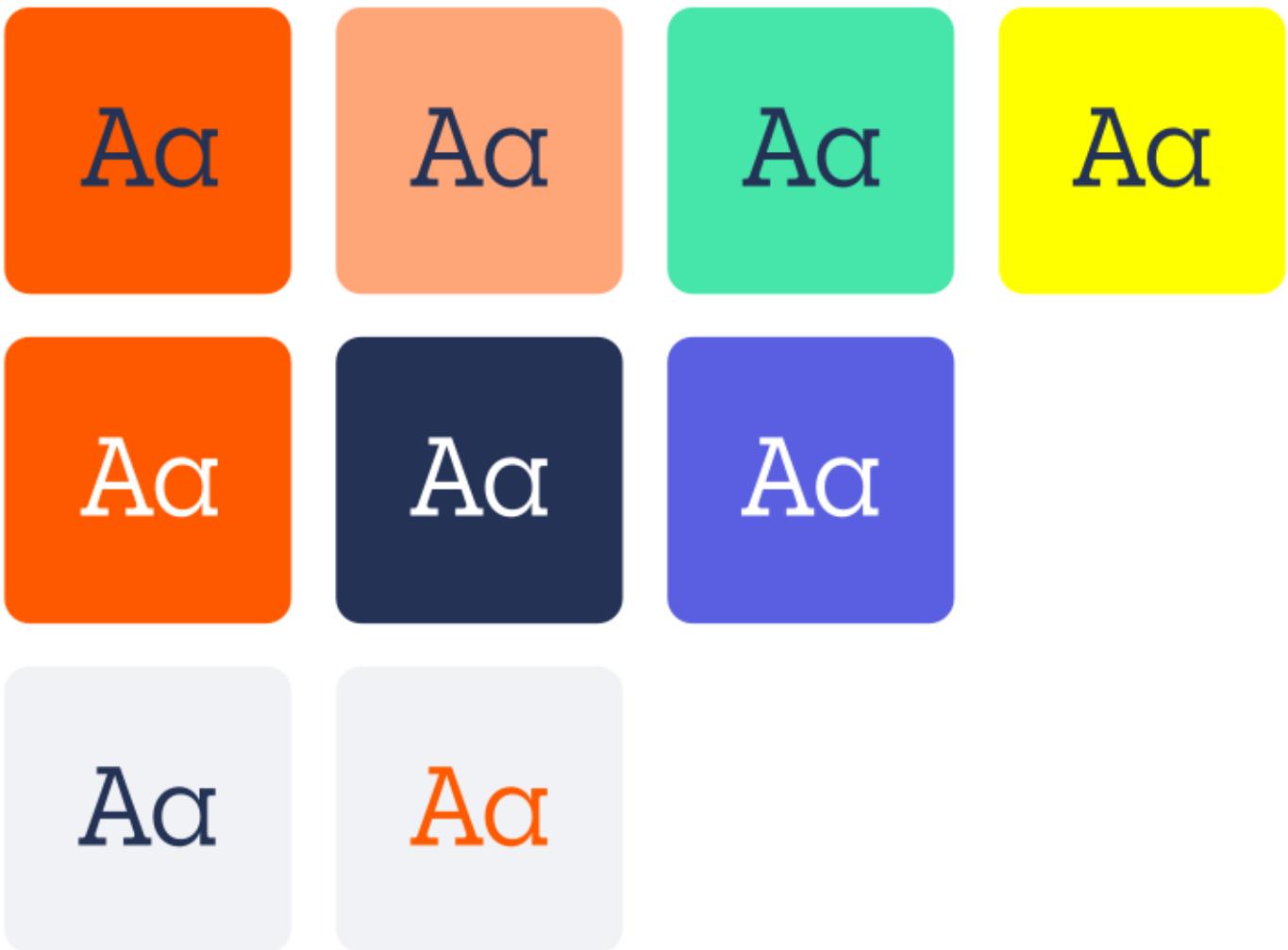
Blue

CMYK 75, 60, 0, 0
RGB 90, 95, 225
Hex #5a5fe1

White

Text colour usage

It's important that text is legible and consistent across brand comms so please stick to the colour combinations shown opposite print and digital assets.



Logo colour usage

The logo should only ever appear in white or orange. Stick to the colour combinations shown opposite to make sure the logo has enough contrast to stand out across print and digital assets.



tone of voice



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people at the heart of every conversation

Our tone of voice is really important to us as it's a big part of getting our personality across. We're human, honest and transparent and people are always at the centre of everything we say and do. We talk passionately about the technology, and know with our experience, we can make positive change and a true difference.

Our key TOV pillars are:

- Warm, honest and human.
- Confident and knowledgeable, but never a show-off.
- Passionate, determined and driven.
- Innovators who always look forward.

keeping you
connected and
protected, 24/7





TBC BY
CLIENT

We have a deep rooted belief here at aztech; that well-designed technology should flow seamlessly into your world, adapting to human life, never the other way around. It's why we always take a personalised approach when working with every client, immersing ourselves in your world to create more effective and efficient working environments that empowers people and enhance their lives.

Our honest, human-first approach to technology encourages partnerships with our clients where we live and breathe your challenges (it's true, we love a face-to-face meeting) and put strategic thinking at the very heart of everything, enabling us to plan for the future and create flexible pathways that allow your business to evolve or grow at the speed you need.

Day-to-day, you'll only experience friendly, helpful, knowledgeable advice from our team without any scripted responses or the dreaded words "computer says no". We encourage an uncomplicated customer service where interactions aren't forced and we become a natural extension of your team. And really importantly, we'll always leave any tedious up-selling at the door.

We're an independent business, which gives us the agility and flexibility to rise to every situation, providing you with the very best platforms, connectivity, safety and security, 24/7, 365 days a year. Our role's to take the very best care of 'your' technology, giving you total peace of mind and the freedom to focus on your job at hand.

aztech

Empowering people through technology.

keeping you connected and protected.

tomorrow's technology, today.

living and breathing your challenges.

freedom to do you, better.

grow and evolve at the speed you need.

technology that flows seamlessly into your world.

people first, technology second.

brand assets



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elizeth

Regular
Medium

Elizeth is a slab serif font that takes inspiration from traditional digital typefaces but done in a modern way. It should only ever be used in lower case to keep it friendly and human. Certain letters have distinctive forms that inject character into the brand comms while still having a very clean and geometric look that works with the various shapes found within our brand.

Satoshi

Regular
Medium
Bold

Satoshi is a sans serif font that comes in a variety of weights making communications varied and engaging. It is to be used for subheadings and large blocks of body copy because of its legibility at smaller sizes. The geometric angles compliment the primary font and various graphics found within the brand.

Font usage

Headline

Elizeth Regular or Medium

Tracking: -10

keeping you ahead

Subheading

Satoshi Bold

Tracking: 0

Creating flexible pathways

Body copy

Satoshi Regular

Tracking: 0

We're an independent business, which gives us the agility and flexibility to rise to every situation, providing you with the very best platforms, connectivity, safety and security, 24/7, 365 days a year.

CTA

Satoshi Medium

Tracking: 0

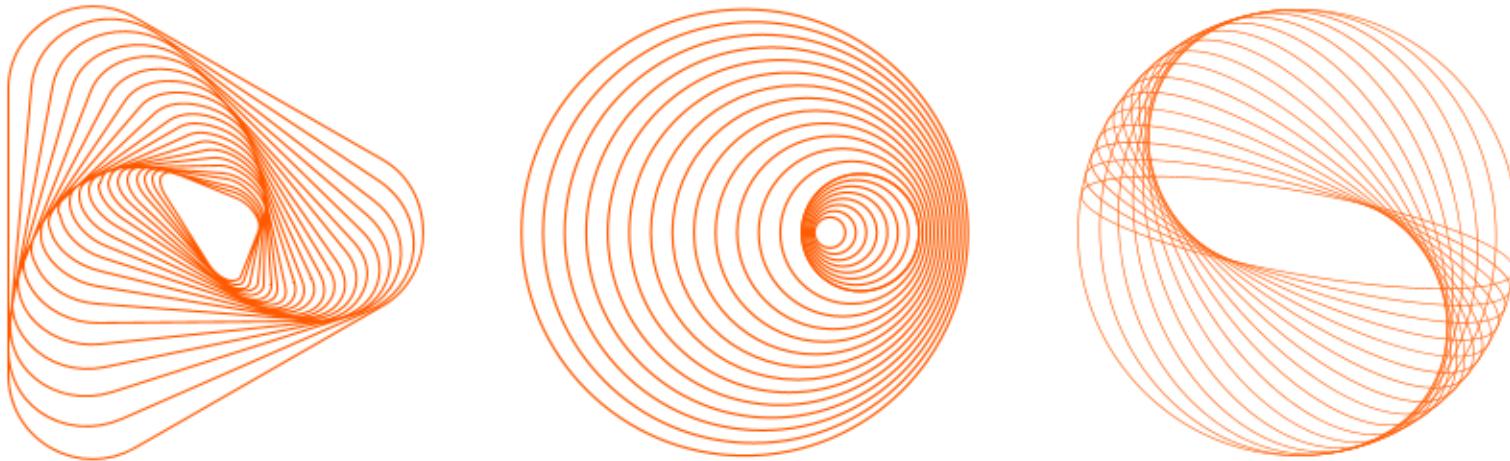
aztech.co.uk

Line graphics

The following set of line graphics are inspired by the three main areas of aztech. Each graphic has an abstract digital feel and represents the flexible pathways and barriers we put in place to empower our clients.

These abstract graphics can be utilised across brand comms in various ways such as adding interest to flat colours, or interacting with relevant imagery.

Examples of how line graphics can be used can be found across the next few pages.



Strategy

This graphic takes inspiration from our strategic, future focused thinking that's at the heart of everything we do.

Security

This graphic takes inspiration from the multiple barriers we put in place to protect and empower our clients.

Managed IT

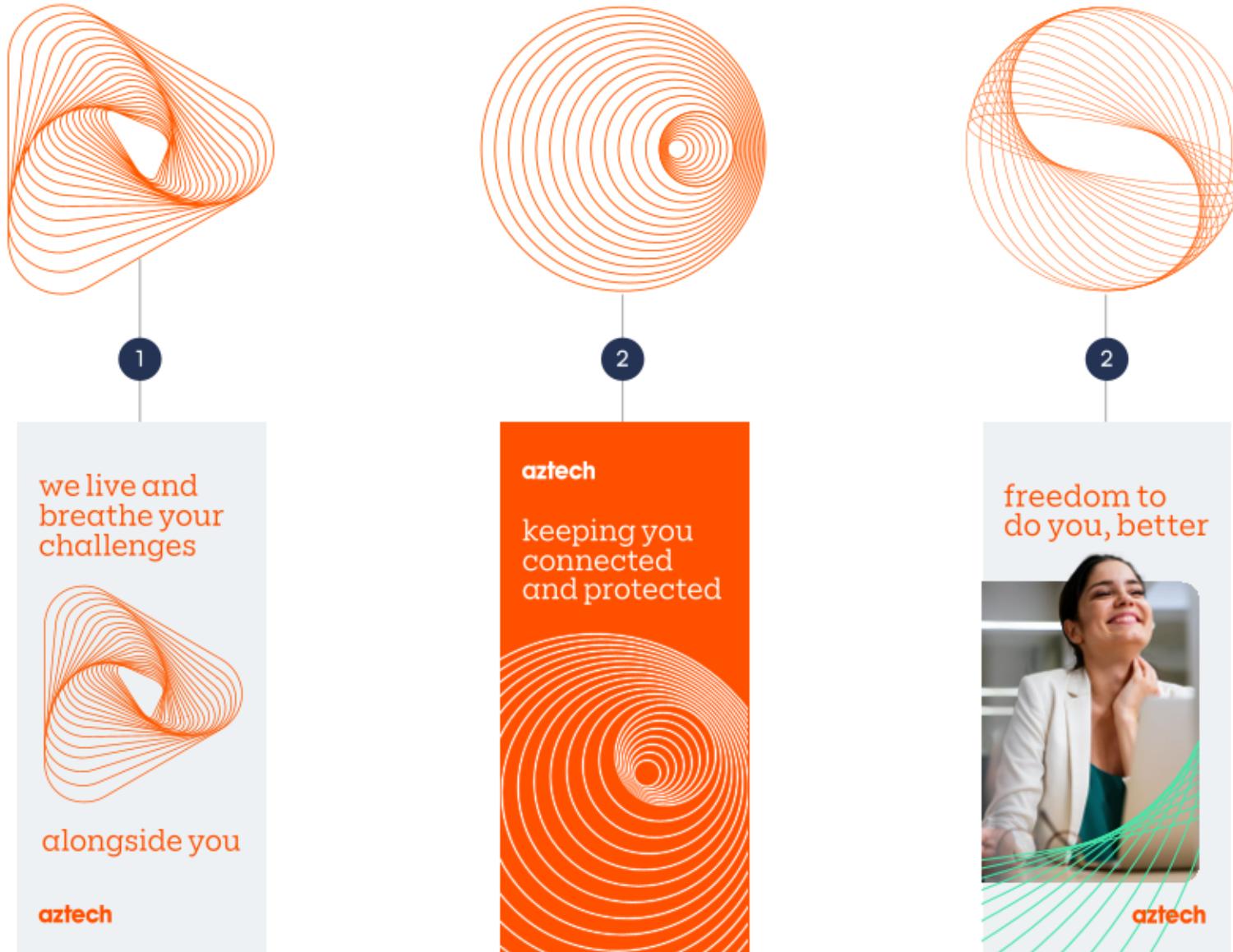
This graphic takes inspiration from our continuous 24/7, 365 days a year services that keeps us flexible and agile.

Line graphics - Usage

This page shows how to work with the graphics effectively whilst maintaining brand hierarchy.

1. The graphics can be used in isolation at smaller sizes to help illustrate any relevant copy. When using each graphic this way, make sure the correct messaging is being shown with it. E.g. The arrow graphic with messaging around strategy.
2. All graphics can be cropped at larger sizes to create texture and pace within brand comms. When cropped and treated this way the graphics have more flexibility so a wider range of copy or imagery can work with them. This style can be used to interact with imagery.

These master line graphics should not be altered or recreated in anyway to ensure a consistent key line weight throughout.



keeping you connected and protected

Line graphics - Usage

Another way the graphics can be used to interact with imagery is by combining cropping them at large sizes and adding more linear shapes to expand on the use by wrapping around people or technology.

An example of this execution accompanied with the relevant copy is shown opposite.



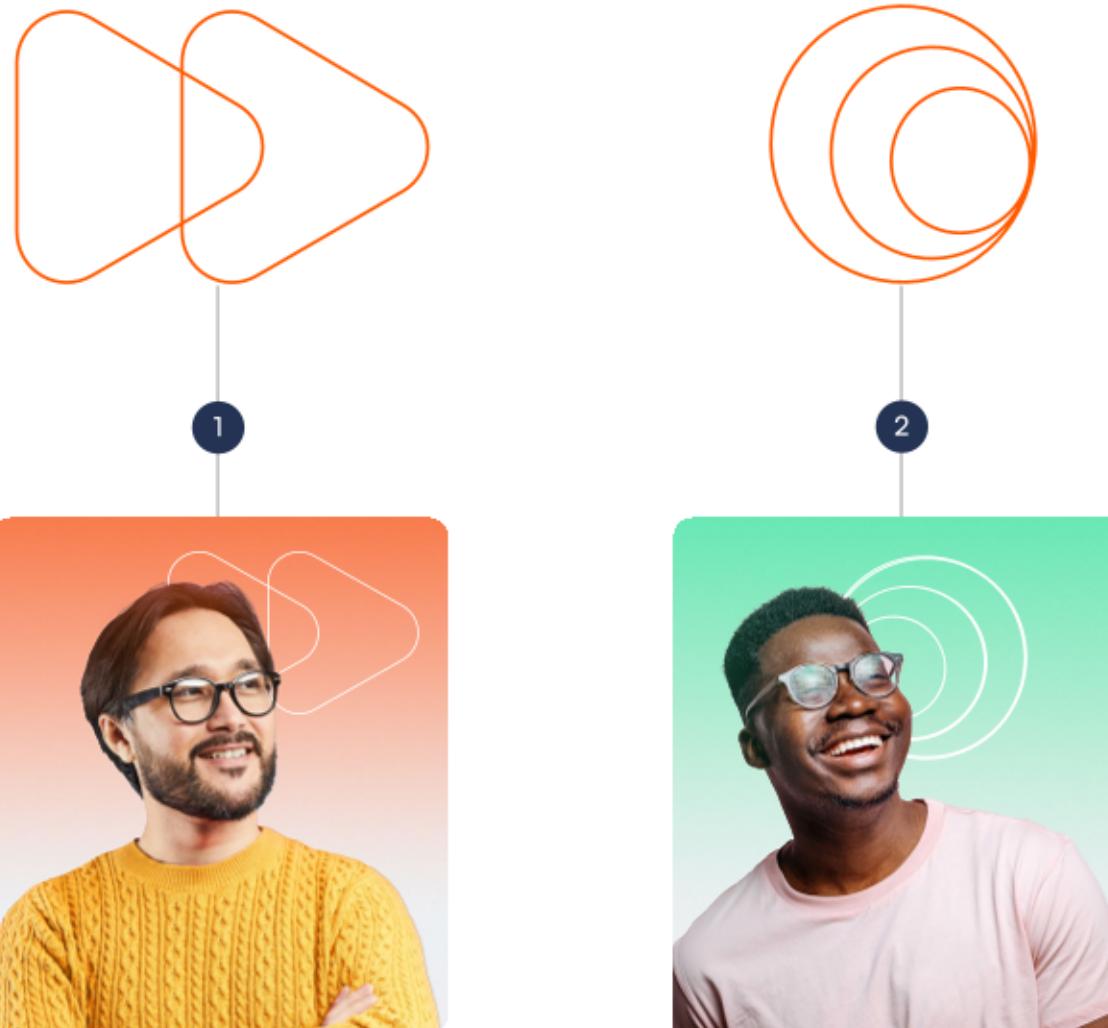
Shapes & gestures - Usage

In addition to the line graphics we have some more simplified abstract shapes and gestures, mainly used to subtly interact with and enhance photography.

1. **Arrow** - Inspired by our forward thinking approach.
2. **Connect** - Inspired by our 24/7, 365 days a year connectivity.

This suite can be built on and more shapes and gestures can be created as and when needed. The following rules need to be followed when doing this:

- Use minimal amounts of shapes
- Only have rounded corners to keep shapes soft and human
- Shapes must be joined up
- When using shapes and gestures they should make sense in the context of the image, please refer to the examples opposite.



Iconography

These smaller icons are not to be used at large scale and are far less expressive and illustrative. They can be used to represent the full services and pull out key information across print and websites. These icons should always appear with a description below to make it clear what they represent.

The geometric style compliments the other graphics and shapes we have in the brand.

When used on light backgrounds the icons should be in Dark Blue with Brand Orange accents. When used on an orange background icons should be White with Light Orange accents.



Connection



Cyber Security



Client hub



Trusted partner



Cloud Services



IT solutions



Digital Transformation



Managed IT services

brand assets

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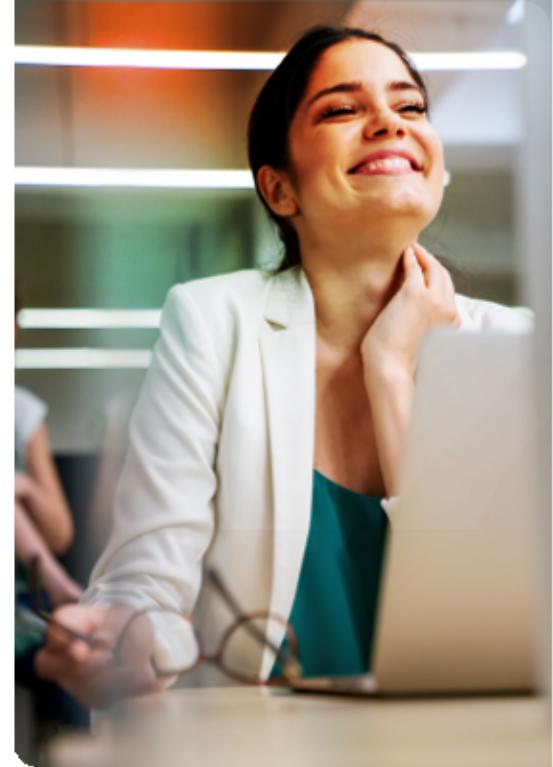
Photography - Lifestyle

Combination of aztech people and clients benefiting from technology

Our photography style captures natural and authentic moments, nothing is overly posed or cheesy. Images feature light and neutral backgrounds with a subtle warmth or accent of orange where possible to complement the brand colour palette and work as a suite.

When stock photography is used, imagery should showcase real people around technology, in an authentic working environment.

Images should be full bleed or in a box with rounded corners. Only one of the bottom corners should be sharp to create an abstract 'speech bubble' silhouette. People can subtly break out of the image box to give a more flexible and human feel to comms.



brand assets

Photography - Lifestyle treatment

A subtle orange lens flare treatment inspired by the glow of a screen has been added to help give all lifestyle photography its own identity and make it ownable to aztech.

To create this treatment:

Use the lens flare gradient shown opposite and overlay it on your chosen imagery. Position it over a light source to give the most natural effect.

1. For lighter imagery select the 'Overlay' effect on photoshop.
2. For darker imagery select the 'Screen' effect on photoshop.

Increase or decrease the opacity as you see fit based on each image.

Contact aztechs marketing team for the supply of any master files shown above

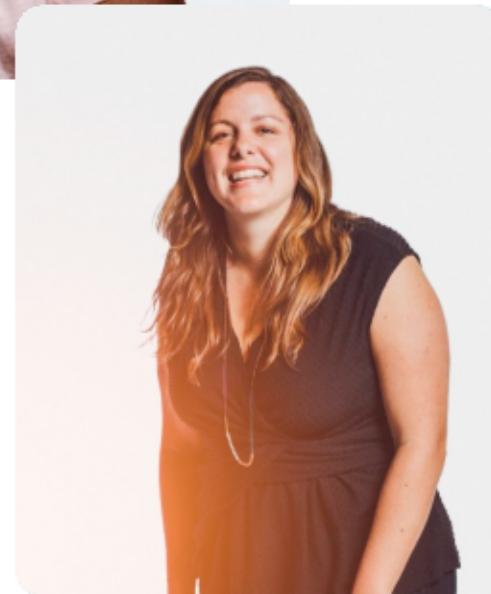


Photography - Team headshots

Our team headshots are natural but full of energy and personality. Team photos will have their own coloured background treatment to separate them from lifestyle photography, always ensure background colours used are either aztech Orange, aztech Silver or the Bright Teal. The background colour used should be dictated by the other colours on the asset you are designing.

Images should be full bleed or in a box with rounded corners. Only one of the bottom corners should be sharp to create an abstract 'speech bubble' silhouette. People can subtly break out of the image box to give a more flexible and human feel to comms.

Images shown are for visual purposes only

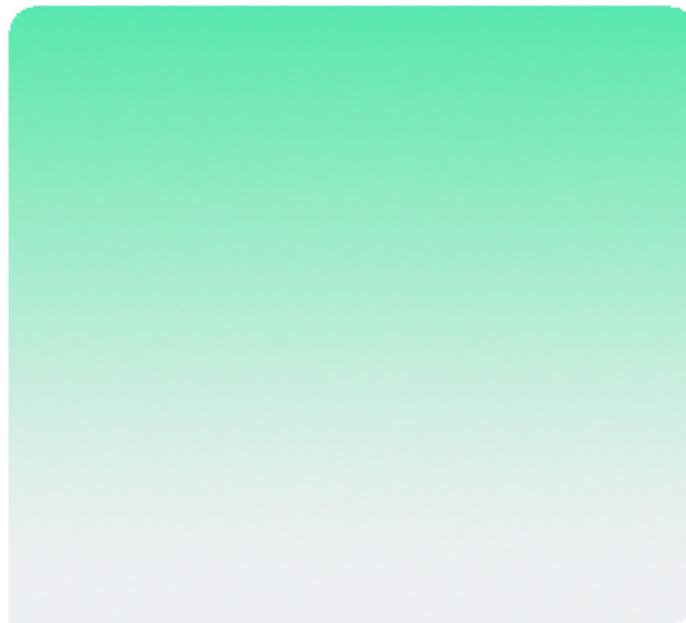


Photography - Team headshots treatment

The team headshot gradient backgrounds have been saved as PSDs and JPEGs.

1. This gradient uses the Bright Teal and fades down into the brand silver.
2. This gradient uses the aztech Orange and fades down into the brand silver.

Team members should be fully cutout with a subtle brush of orange or teal towards the top of the headshot where the colour is most concentrated to create a more natural effect.



1



2



Photography -

Team headshots treatment

The final team headshot treatment uses the aztech Silver as a solid background colour with a warm glow overlaid towards the bottom to help add warmth and a more human touch.

To create this treatment:

3. Use the glow shown opposite and overlay it on your headshot. Add two glows ontop of each other, select the 'Lighten' effect in photoshop for one and the 'Screen' effect for the other. Increase or decrease the opacity as you see fit based on each image.



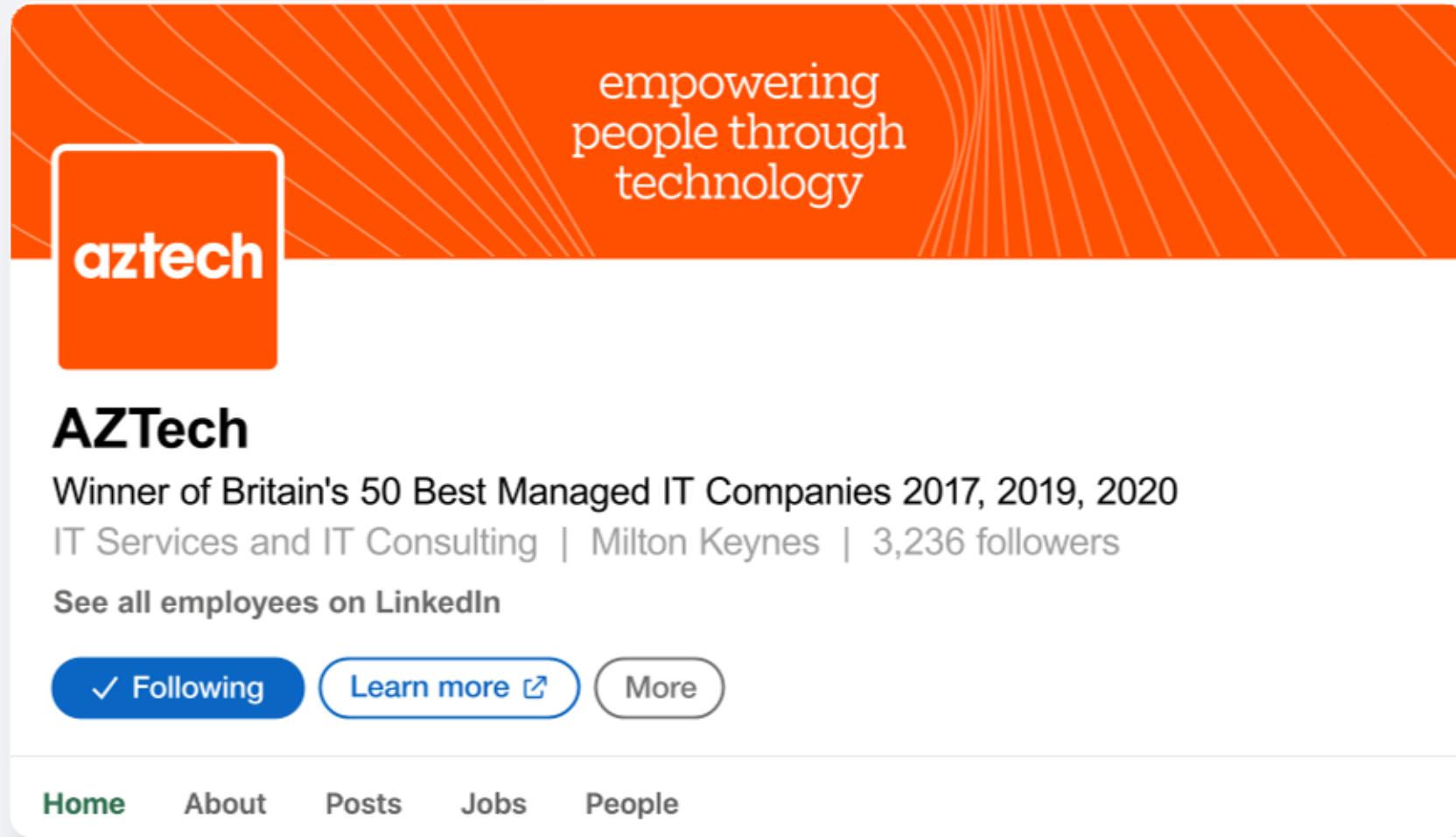
Contact aztechs marketing team for the supply of any master files shown above

executions



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Contents to
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sign off



A LinkedIn profile screenshot for AZTech. The profile features a large orange header with the company's name and tagline: "empowering people through technology". Below the header is a white sidebar containing the company logo (a red square with "aztech" in white), the company name in bold black text, and its award history: "Winner of Britain's 50 Best Managed IT Companies 2017, 2019, 2020". It also lists the company's services ("IT Services and IT Consulting"), location ("Milton Keynes"), and follower count ("3,236 followers"). A link to "See all employees on LinkedIn" is provided. At the bottom of the sidebar are three buttons: a blue "Following" button with a checkmark, a light blue "Learn more" button with a link icon, and a white "More" button. The main content area below the sidebar shows navigation links: Home, About, Posts, Jobs, and People.

empowering
people through
technology

AZTech

Winner of Britain's 50 Best Managed IT Companies 2017, 2019, 2020

IT Services and IT Consulting | Milton Keynes | 3,236 followers

See all employees on LinkedIn

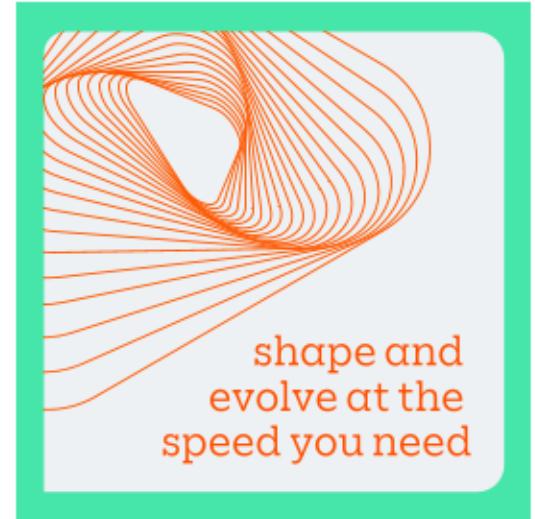
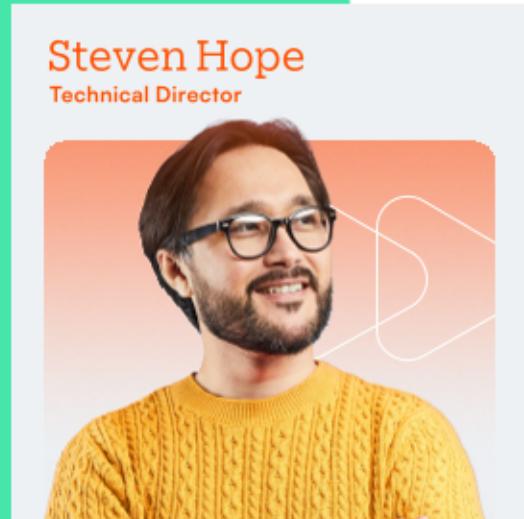
✓ Following Learn more ↗ More

Home About Posts Jobs People

executions

Social media

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aztech
empowering
people through
technology

IT Support | Cyber Security | Digital Strategy

IT Support | Cyber Security | Digital Strategy

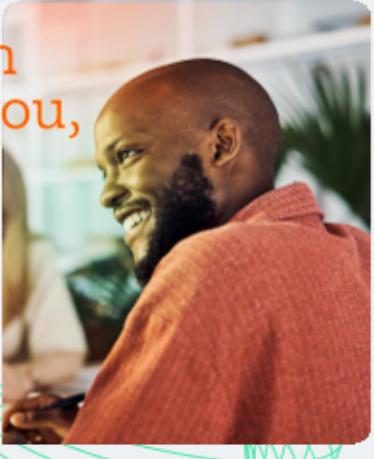
keeping
you ahead

aztech

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Ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate. Ut wisi enim ad minim veniam, quis nostrud

freedom
to do you,
better



IT Support | Cyber Security | Digital Strategy

aztech

02

connectivity,
24/7, 365
days a year

IT Support | Cyber Security | Digital Strategy



Trusted partner
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Secure protection
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aztech



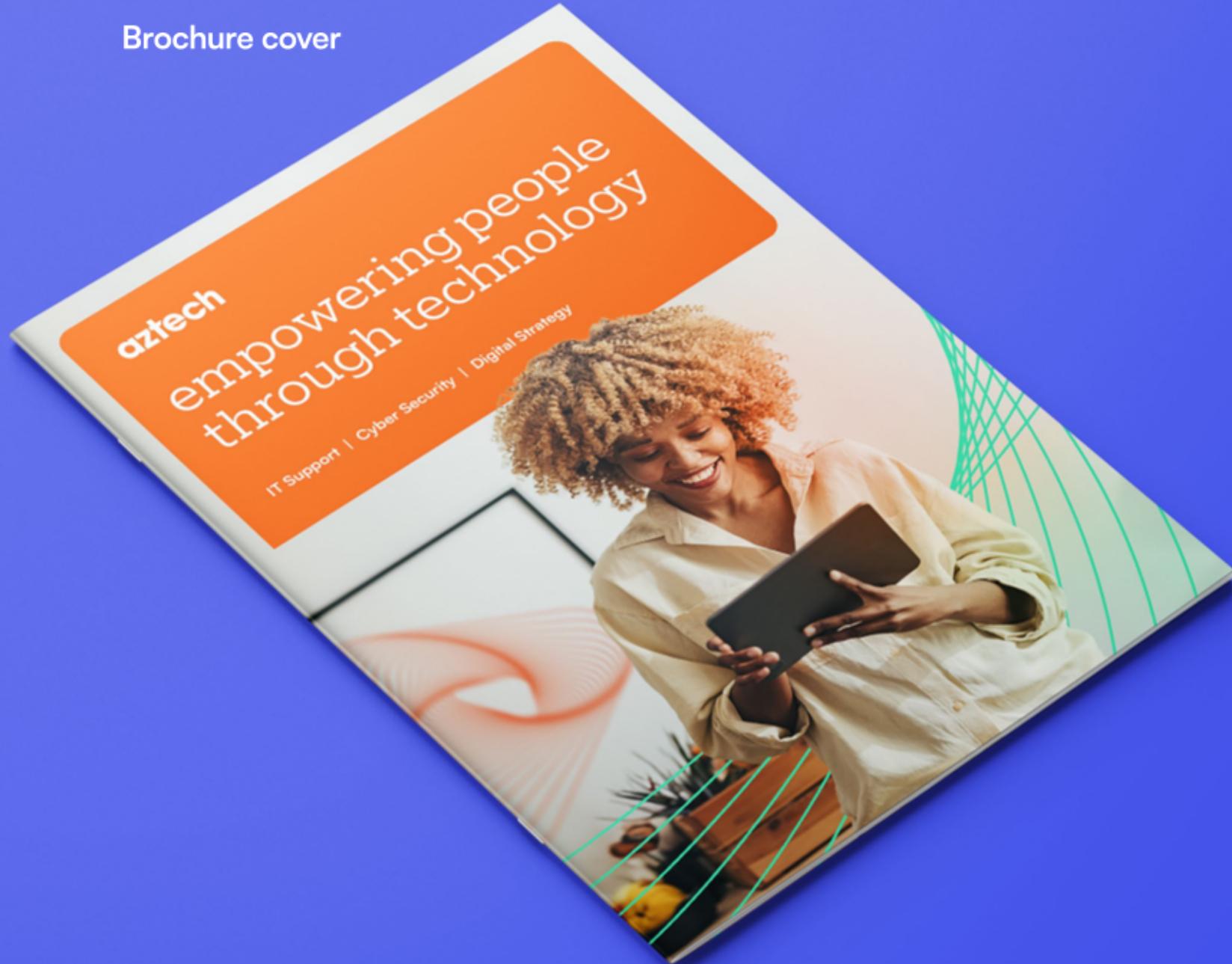
03



executions

Brochure cover

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There is a wide selection of off-the-shelf customisable polo shades. We recommend going for a dark blue which is a popular choice, with an orange logo.





aztech

aztech.co.uk