

**Visual Identity and Branding**

**Automat, LLC**

***Final project  
Mike Black  
August 2, 2017***

# Logo Variations





26 K Street NE  
Washington, DC 20002  
(202) 224 2235

July 31, 2017

Thomas Pynchon  
49 Merrick Road  
Glen Cove, NY 11542

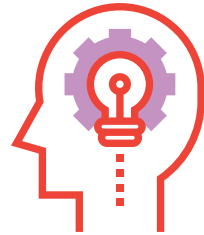
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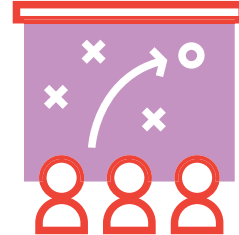
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Regards,

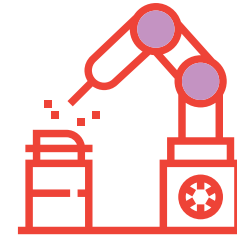
Roger Mortis  
Account Manager



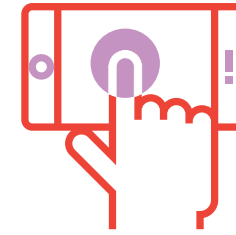
YOU SUBMIT IDEA



WE DESIGN IT



WE BUILD IT



WE DEPLOY IT

## Let the nerds handle this

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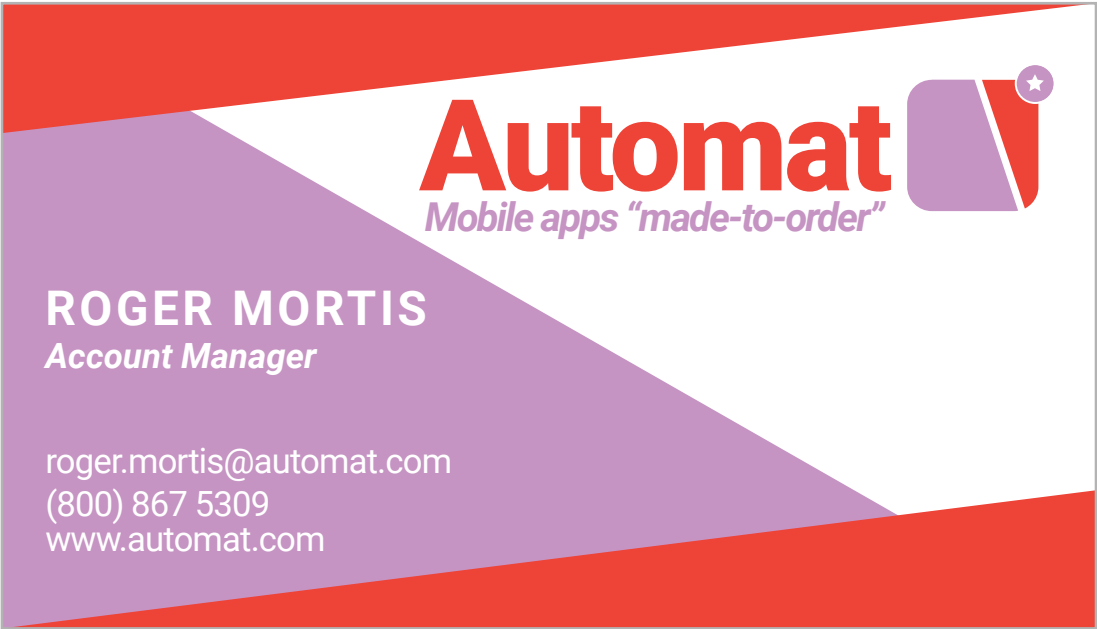
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***CLICK FOR QUICK QUOTE***

# Business Card

(3.5 x 2 inches)



# Automat

*Mobile apps "made-to-order"*



**ROGER MORTIS**

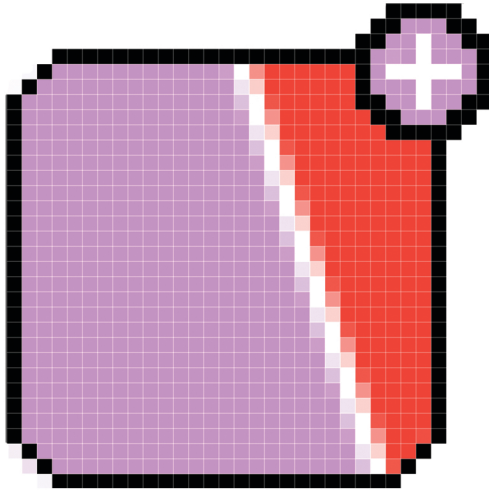
*Account Manager*

roger.mortis@automat.com

(800) 867 5309

www.automat.com

# Favicon



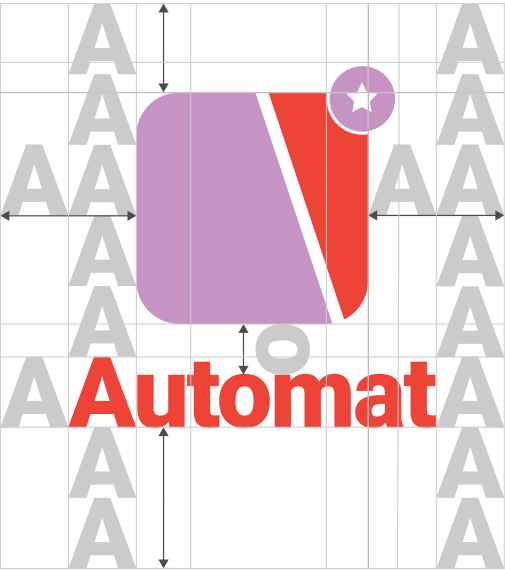
# Style Guide

## PRIMARY LOGO

Preferred version for most cases, especially horizontal layouts. Spacing is indicated using actual letters from the logo to ensure that the logo retains its proportions at any scale. Notice that the “badge” has a white stroke.



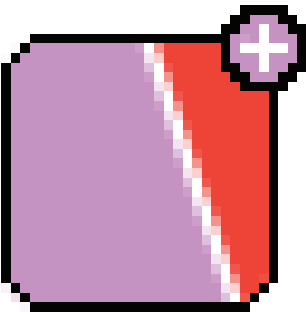
## STACKED LOGO



## WITH SLOGAN



## FAVICON



## COLOR SPECIFICATIONS



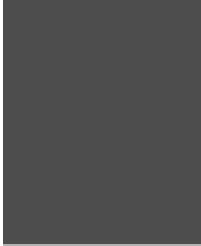
### Material Red 500

CMYK: 0 89 84 0  
RGB: 239 68 56  
Hex: ef4438



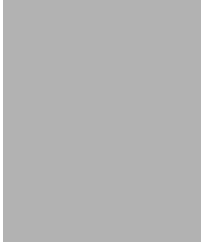
### Material Purple 200

CMYK: 21 47 0 0  
RGB: 198 148 195  
Hex: c694c3



### Dark Gray

CMYK: 66 58 56 36  
RGB: 77 77 78  
Hex: 4d4d4e



### Light Gray

CMYK: 31 25 25 0  
RGB: 178 178 178  
Hex: b2b2b2

The red symbolizes boldness, technology and passion. The purple symbolizes creativity and dignity. This particular shade of purple has a bit of blue, symbolizing reliability. The colors are from Google’s Material Design specifications.

The scheme is intentionally low-contrast, giving a relatively “flat” and modern appearance. As a result, it may occasionally be beneficial to outline overlapping items using a white or dark gray stroke.

## FONTS FOR LOGOTYPE

### Roboto Black

1234567890!@#\$\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Roboto Bold Italic

1234567890!@#\$\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz