

WEB ONLY

ānanas | Brand Guidelines

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LOGO

Introduction

Visual identity is a living thing that evolves and grows with the needs of the brand.

No guidelines can anticipate every possible future need.

Guidelines like these are always a work in progress.

This book tries to cover all foreseeable guidelines, but is open to change in the future to cover upcoming needs.

All pictures and headlines in this book are examples and not a definite solution for your messaging at hand.



ananas

LOGO

Clear space and minimum size

When using the logo with other graphic elements, make sure you give it some room to breathe.

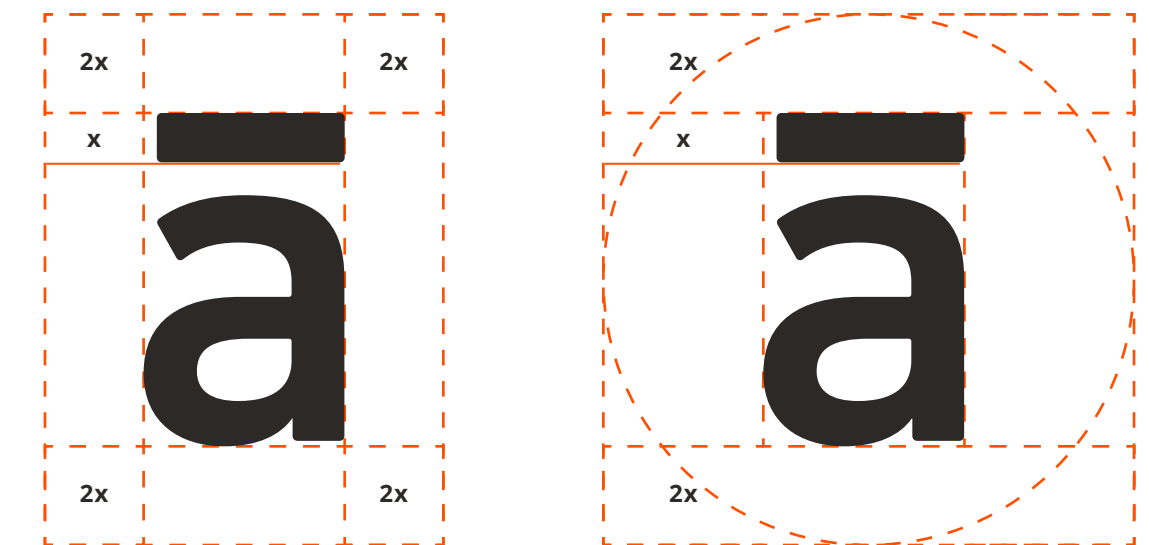
The empty space around the logo should be at least **2x** where **x** is the height of the line.

To ensure the logo maintains its visual impact, do not go any smaller than the height of **10 pixels**.

LOGO CLEAR SPACE



MONOGRAM CLEAR SPACE



MINIMAL SIZE RECOMMENDED

ānanas 10 pixels

ā 10 pixels

LOGO

Basic

The Ananas logo is always shown in three versions

1. Orange with green line
2. White with green line on orange background
3. White logo on all other background colors

It must be legible and maintain the integrity of its form.

Never show the Ananas logo in black or any other colors.

- * We do have one exception:
some limitations with color printing may apply.
This is the only time the logo is permitted to be displayed in black with prior permission from Ananas.



ānanas



ānanas



ānanas

*



ānanas

LOGO

Misuse

The logo should not be used within the text itself.

The Brand name should always be written in the capital first letter, when used in a text.

To maintain the integrity of the Ananas logo and brand please DO NOT use any of the following examples.

DO NOT alter logo.



DO NOT use shadows.



DO NOT use incomplete logo.



Never set our logo in text.



DO NOT use fonts.



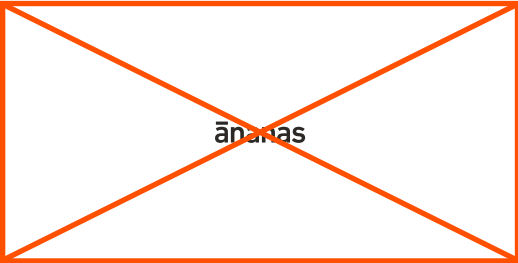
DO NOT use gradients.



DO NOT alter spacing.



Follow minimum size guidelines.



DO NOT use non-approved colors.



DO NOT mix colors.



DO NOT use the logo in a sentence.



Follow clearspace guidelines.



DO NOT distort it.



DO NOT add elements.



DO NOT use low resolution logo.



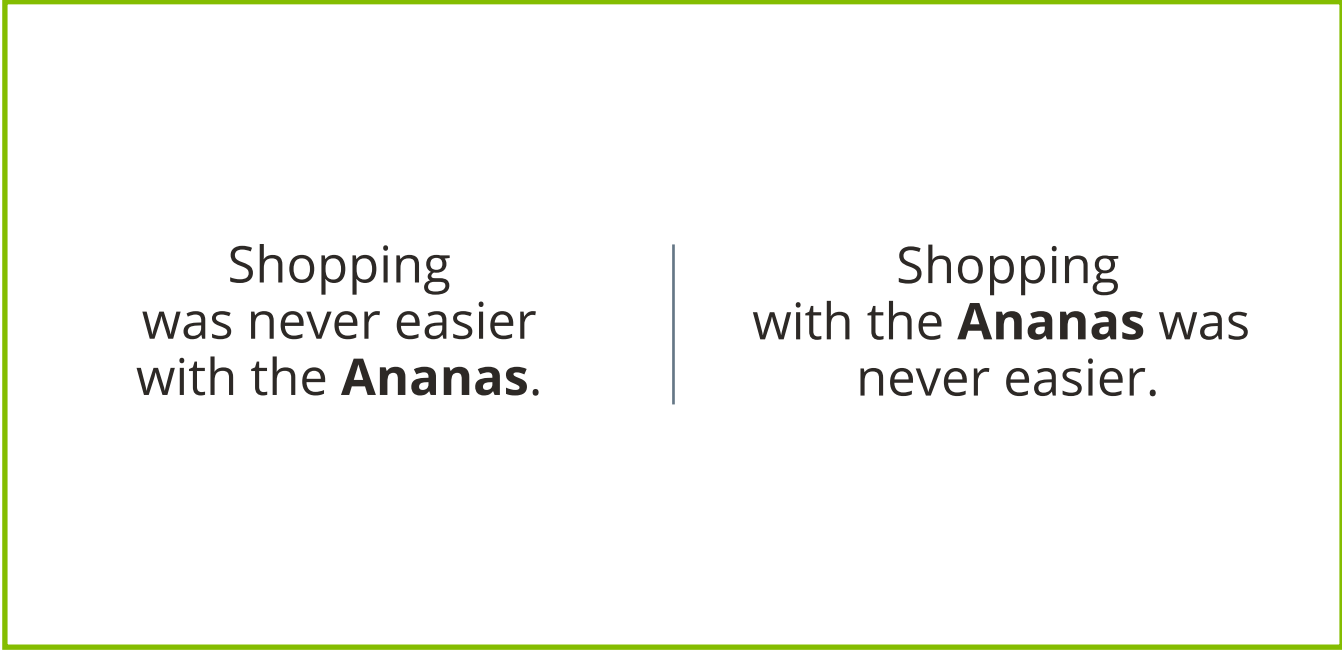
DO NOT add special effects.



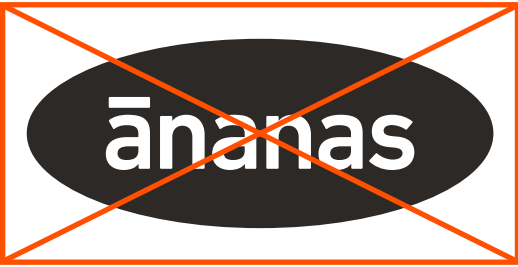
DO NOT apply outlines.



Correct usage :



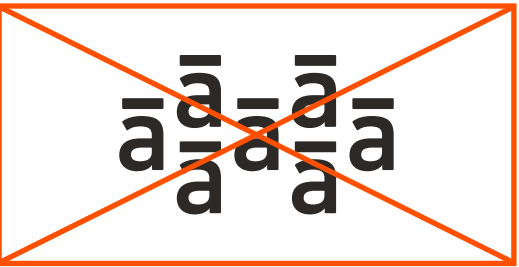
DO NOT contain in a shape.



DO NOT rotate.



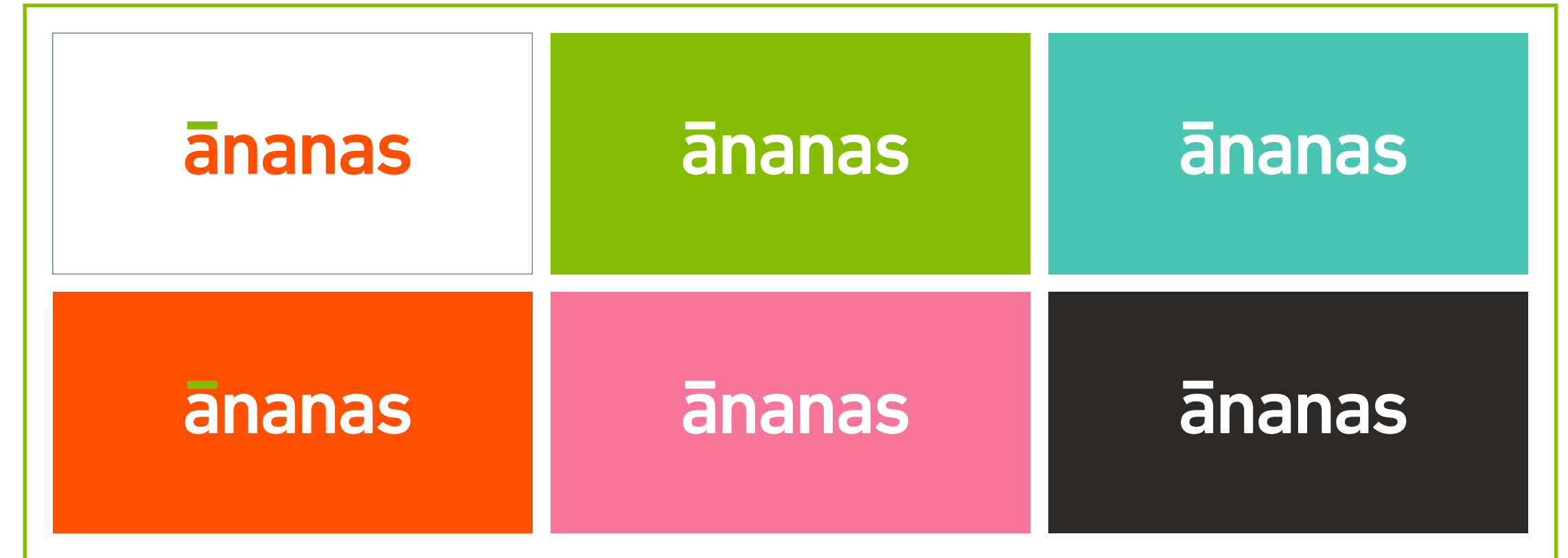
DO NOT multiply.



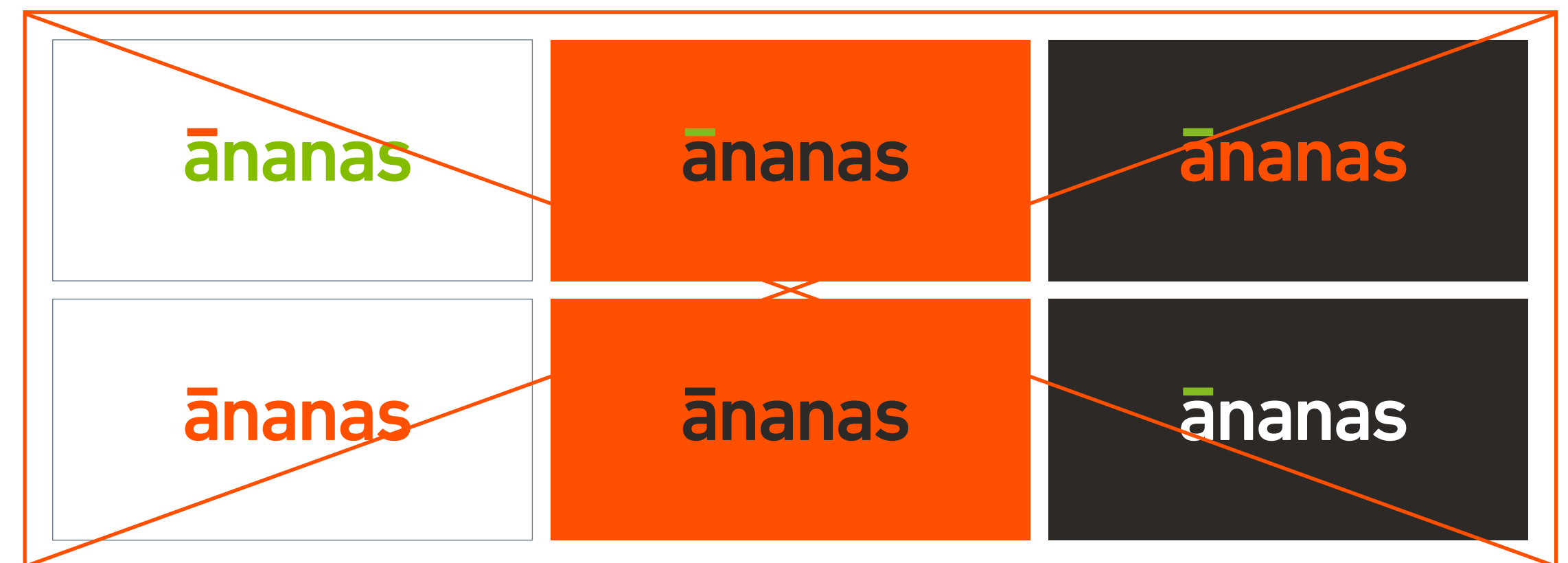
COLORS

Variations

APPROVED
USAGE



INCORRECT
USAGE



COLORS

Primary

<div>Orange</div> <div>PANTONE 021 C CMYK 0 80 100 0 RGB 254 80 0 HEX #FE5000</div>	<div>Green</div> <div>PANTONE 376 C CMYK 55 0 100 0 RGB 132 189 0 HEX #84BD00</div>
	<div>Black</div> <div>PANTONE Neutral Black C CMYK 70 70 70 80 RGB 45 41 38 HEX #2D2926</div>
	<div>White</div> <div>CMYK 0 0 0 0 RGB 255 255 255 HEX #FFFFFF</div>

Secondary

<div>Light Magenta</div> <div>PANTONE 190 C CMYK 0 65 10 0 RGB 246 117 153 HEX #F67599</div>	<div>Indigo Blue</div> <div>PANTONE 293 C CMYK 100 80 0 0 RGB 7 42 200 HEX #072AC8</div>	<div>Dark Gray</div> <div>PANTONE 431 C CMYK 30 0 0 60 RGB 101 119 134 HEX #657786</div>
<div>Light Mint Green</div> <div>PANTONE 565 C CMYK 43 0 25 0 RGB 158 213 203 HEX #9ED5CB</div>	<div>Magenta</div> <div>PANTONE 213 C CMYK 0 95 10 0 RGB 227 28 121 HEX #E31C79</div>	<div>Light Gray</div> <div>PANTONE 429 C CMYK 15 0 0 30 RGB 170 185 195 HEX #AAB9C3</div>
<div>Yellow</div> <div>PANTONE 1225 C CMYK 0 25 75 0 RGB 255 203 72 HEX #FFCB48</div>	<div>Mint Green</div> <div>PANTONE 3258 C CMYK 65 0 40 0 RGB 73 197 177 HEX #49C5B1</div>	<div>Extra Light Gray</div> <div>PANTONE 649 C CMYK 5 0 0 15 RGB 225 230 235 HEX #E1E6EB</div>

PHOTO

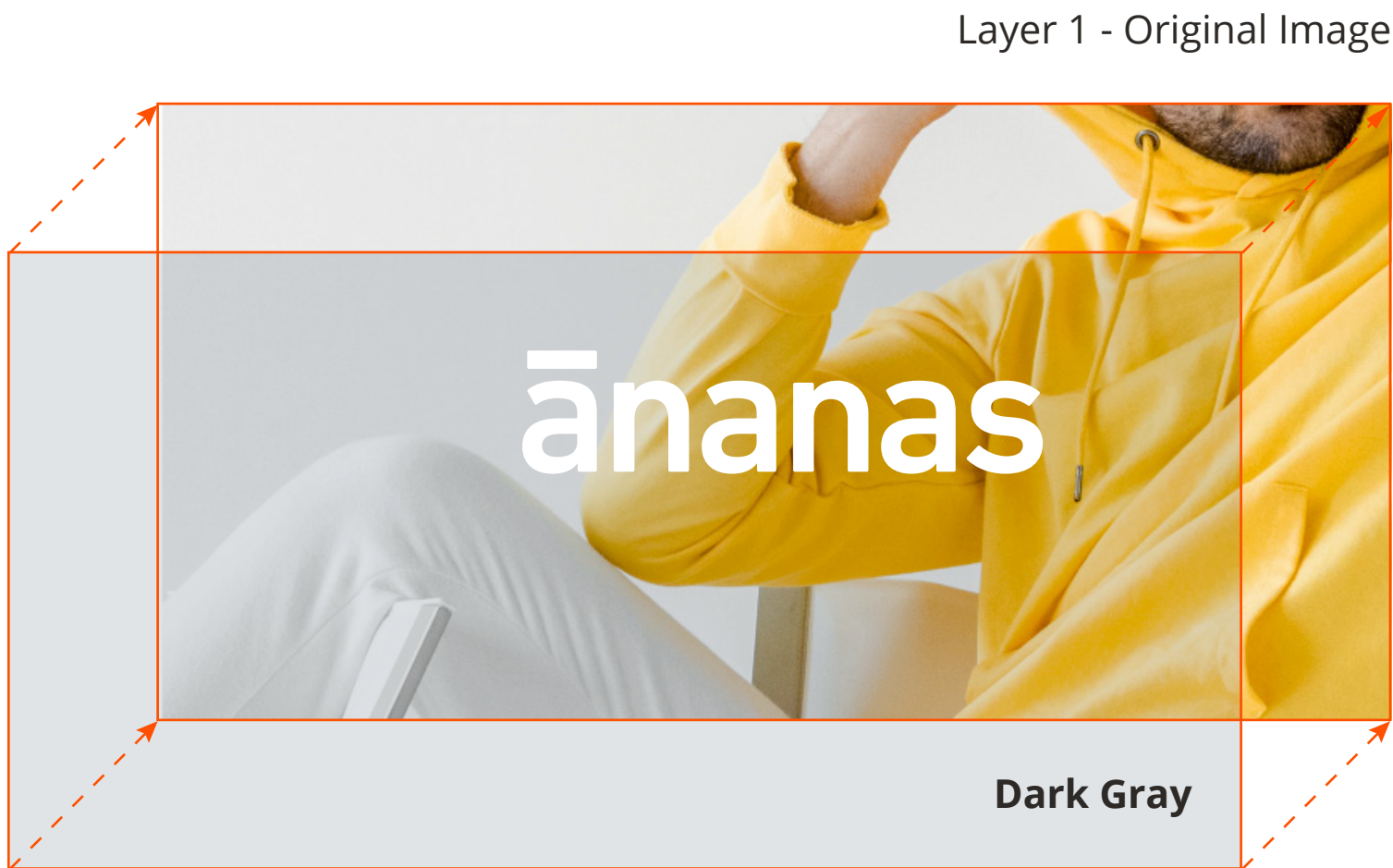
Placement Rules

When using the logo on photography always use the white logo.

If the photography is brighter we recommend that 20 - 80% transparency and Multiply effect of basic or secondary color is added over the photography.

Do not allow to lose details of the photography, find an ideal combination of photography, colors, and transparency.

Do not use black logo on photography.



Layer 2 - Transparency / Multiply / 20%

Layer 2	Layer 1	Final
Transparency / Multiply / 30% 	Original Image 	
Transparency / Multiply / 40% 	Original Image 	
Transparency / Multiply / 80% 	Original Image 	

ICONS

Social icons

When using the logo alongside other social icons to represent your presence on Web, you can use the logo in either orange or white, displayed at equal size and height to the other social media icons.

Please use only two variations of basic colors.



Minimum width
of **25 px**

Circular



Square



Rounded Square



TYPOGRAPHY

Our typeface

Our typographic family is the Open Sans.
You should not mix similar weights.

At least two weights should be in between
your used styles.

If nothing else is specified - the preferred
setting is left aligned text for readability.

Italic style of the font should be used when
emphasizing a portion of the text.

Minimum font size:
6 pt

Open Sans

Open Sans Light

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ
abcčćdďefghijklmnoprstuvzž
0123456789,.,:;!,, "\$%/()

Open Sans

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ
abcčćdďefghijklmnoprstuvzž
0123456789,.,:;!,, "\$%/()

Open Sans Bold

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ
abcčćdďefghijklmnoprstuvzž
0123456789,.,:;!,, "\$%/()

Open Sans Bold

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ
abcčćdďefghijklmnoprstuvzž
0123456789,.,:;!,, "\$%/()

Open Sans Bold

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ
abcčćdďefghijklmnoprstuvzž
0123456789,.,:;!,, "\$%/()

Open Sans ExtraBold

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ
abcčćdďefghijklmnoprstuvzž
0123456789,.,:;!,, "\$%/()

Open Sans Italic

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ
abcčćdďefghijklmnoprstuvzž
0123456789,.,:;!,, "\$%/()

Open Sans Italic

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ
abcčćdďefghijklmnoprstuvzž
0123456789,.,:;!,, "\$%/()

SLOGAN

Slogan position

When using the logo with the slogan,
it should be positioned in the lower right side.


The Font used for the slogan is
Open Sans Regular.

Distance from the slogan and the logo should
be at **x** where **x** is the height of the line.

The height of the slogan is **1.5x**.

To ensure the logo and the slogan remain clearly
visible, do not go any smaller than the height
of **20 pixels**.

MINIMUM SIZE

 20 pixels

Srbija / Serbia / latin
Hrvatska / Croatia / latin
BiH / BIH / latin



Slovenija / Slovenia / latin



Severna Makedonija / North Macedonia / cyrillic



Albanija / Albania / latin



Have any questions?

| ānanas

Contact us at trademarks@ananas.rs