



PERFORMANCE : RECODED

Brand Guidelines

Version - 1.0

Brand Name and Origin

The brand name Anaptyss is based on the Greek word *anaptyssō*, which means 'develop' or 'evolve'.



Clearspace and Positioning

The wordmark should always be surrounded by generous white space. The diagram below defines the minimum amount of clear space needed, which is based on the x-height in the wordmark.



a = X

Color Palette

The color codes shown here have been used in our wordmark.



HEX: #494948
RGB: 73, 73, 72
CMYK: 0, 0, 0, 85



HEX: #522363
RGB: 82, 35, 99
CMYK: 80, 100, 25, 15



HEX: #E9415B
RGB: 233, 65, 91
CMYK: 0, 85, 50, 0



HEX: #9C9C9C
RGB: 156, 156, 156
CMYK: 0, 0, 0, 50



HEX: #23B8CD
RGB: 35, 184, 205
CMYK: 70, 0, 20, 0



HEX: #F6AD82
RGB: 246, 173, 130
CMYK: 0, 40, 50, 0

Color - Correct Usage



Exceptional Case

In cases of one color printing, print either a white or black logo, as appropriate.



Color - Incorrect Usage

Our wordmark should never be used in white on top of any light colors. The wordmark will always retain the color duality. The wordmark should not be used in any other color or against any background outside the prescribed color palette.



Don't's

The examples shown here illustrate incorrect uses of the wordmark.



Brand Typography

Our brand identity revolves around a consistent approach to use of typography.



Montserrat

Montserrat is used in print documentation.

Typeface

Montserrat Light

Montserrat Light Italic

Montserrat Regular

Montserrat Italic

Montserrat Medium

Montserrat Medium Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat ExtraBold

Montserrat ExtraBold Italic

Montserrat Black

Montserrat Black Italic

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz

0123456789&@\$%

Arial

Arial is used in Web/ Digital

Typeface

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz

0123456789&@\$%

Social Media Template Examples



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ANUJ KHURANA
Co-Founder and CEO
at Anaptyss

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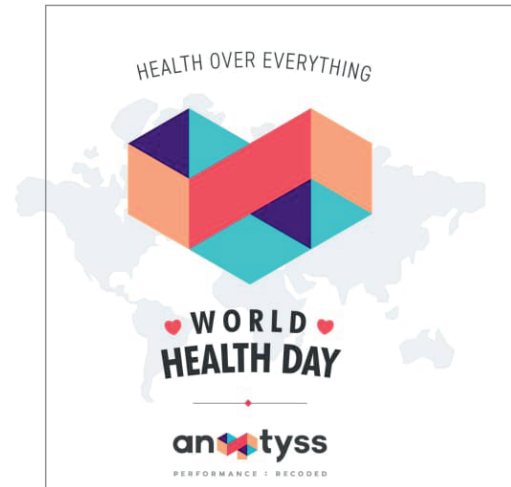
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