

AFFILITY

CONSULTING

Brand Book

Version 1

July 2022

For internal use only

Table of Contents

1. The Affility logo
2. Colours
3. Typography
4. Imagery
5. Applications



1. The Affility Logo

The Affility logo is sleek, modern and adaptable across platforms and touchpoints



Affility Logo continued

Horizontal variation of main logo



Affility Logo continued

Logo components

The Affility master brand logo is vertical and has two essential components — the brandmark, and the wordmark.

Both components of the logo should always be clearly legible, never altered, and maintain their relationship to one another i.e. both the brandmark and wordmark have to be present on the layouts. One cannot appear without the other.



Affility Logo continued

Logo components continued

The Affility alternative master brand logo is horizontal and has two essential components — the brandmark, and the wordmark.

Here too, both components of the logo should always be clearly legible, never altered, and maintain their relationship to one another i.e. both the brandmark and wordmark have to be present on the layouts. One cannot appear without the other.



Affility Logo continued

Logo protection space

The protection space describes the minimum distance around the logo or logo combination, within which no communicative elements may be placed. These can be partner logos, icons or other graphic or textual elements. The protection space is not to be confused with the type area, which defines the minimum distance between the symbol to the format edge.

The protection space surrounding the symbol is crucial to allow the Affility logo to achieve the optimum visual effect. For this reason, the defined protection space around the symbol must be maintained to separate it from other design elements.



Minimum protection space

z = 20px

Usage: Only where explicitly stated eg. Online banners, social media applications and so on.



Suggested protection space

Z = 60px

Affility Logo continued

Logo colour variations



Primary colors: This is the official color variation of the logo.

The colors of the logo depend on the kind of background the logo is being placed on, where legibility is crucial.

There can be certain exceptions when the name will be unreadable because of the layout size being too small, in which case only the brandmark can be used.



On darker backgrounds the logo can single coloured. And the colour can depend on the type of background.

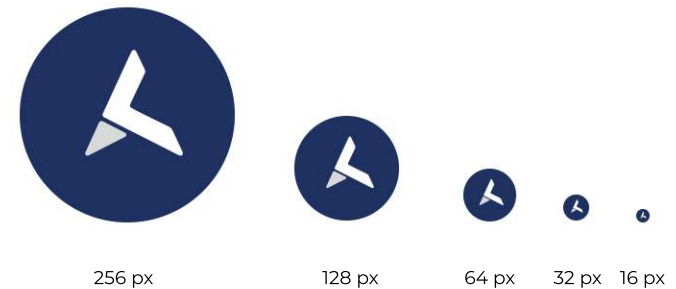


Affility Logo continued

Brand icons

In instances where the logo needs to be used in its smallest size, the variations shown below may be used. However, care must be taken to ensure that even at the smallest sizes, the logo must remain legible and should adhere to the usage rules specified below.

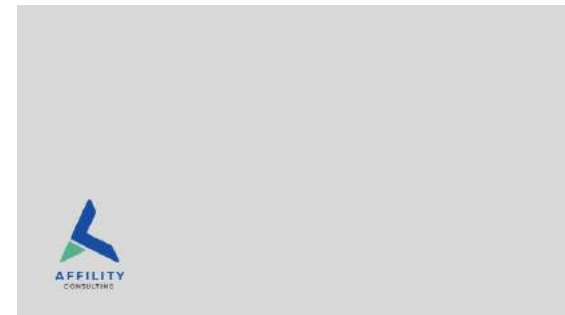
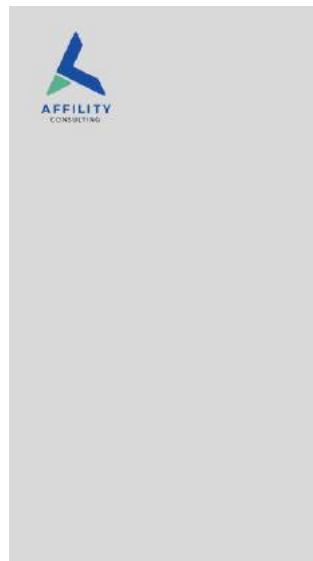
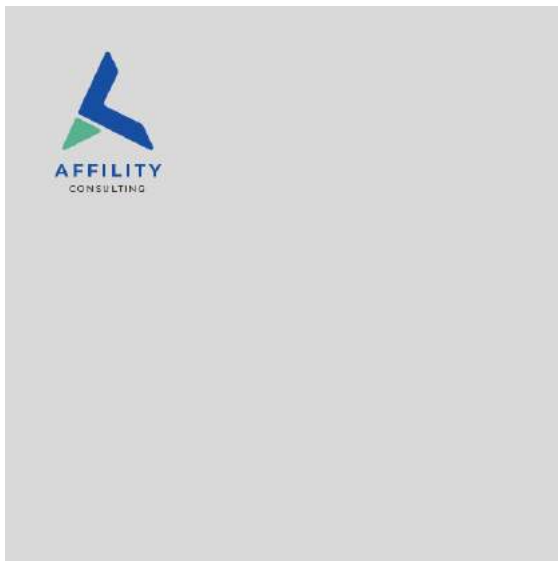
For sizing applications that require a size smaller than those shown below, specific approvals will be required.



Usage: favicons, logo for social media profiles, and any other places where the full logo cannot be used.

Affility Logo continued

Logo placements





Bridging the gap
between value-focused
technology, risk and
advisory services.

**BRANDING THAT
STANDS OUT FROM
THE NOISE.**



Affility Logo continued

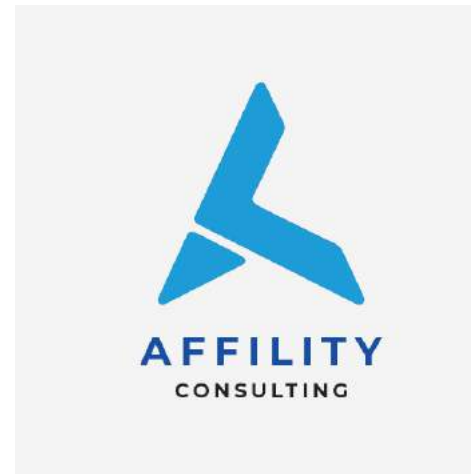
Logo Don'ts



Don't distort the logo.



Don't mix and match the logo colours



Don't use the brandmark with different colors



Distance between the wordmark and brandmark cannot change

2. Colours

An energetic, youthful and vibrant colour palette that is digital-first, and stands-out from the herd.
The primary Affinity colours are cobalt blue and jade green.
All the brand's colours should not appear darkened, lightened or in any transparent variation.

Primary Colours









Secondary Colours

Pantone*

CMYK

RGB

Hexadecimal

								
	7723 C	2728 C	534 C	663 C	1777 C	136 C	2925 C	
	66 9 55 0	97 79 0 0	100 90 34 25	14 10 11 0	0 76 27 0	3 28 87 0	74 24 0 0	0 0 0 0
	90 177 143	0 74 173	4 45 98	217 217 217	254 102 133	246 186 64	12 157 224	255 255 255
	#5ab18f	#004aad	#042d62	#d9d9d9	#fe6685	#f6ba40	#0c9de0	#ffffff

* The CMYK and Pantone will always look different than the RGB since they are two different mediums and colors mix different on print and on screen.

The closest matches based on the latest edition of Pantone booklets Neons, Formula and Color Bridge have been selected. For an accurate reference on how the color will look on print, please make sure you have a copy or see a physical copy from your print supplier.

3. Typography

Affility's typography uses the marriage of serif and sans-serif font to both grab the reader's attention while also being soothing to the eye.

The serif version of Merriweather ensures that headings will stand-out while being easily legible. While the sans version of Merriweather ensures that text is readable even at very small sizes. Like the brand itself, Merriweather is a combination of traditional and modern shapes.

Heading

Merriweather

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subtitle

Merriweather sans bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body text

Merriweather sans light

Aa

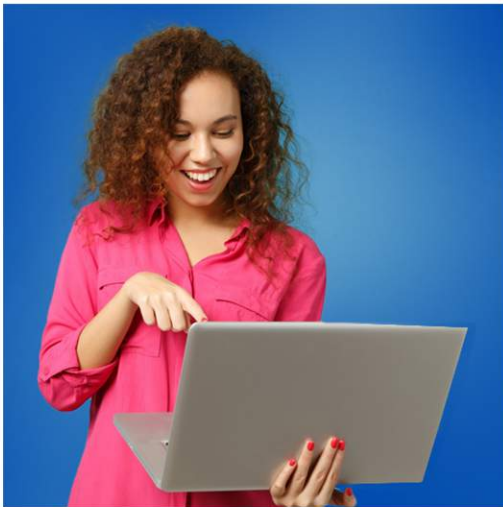
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4. Imagery

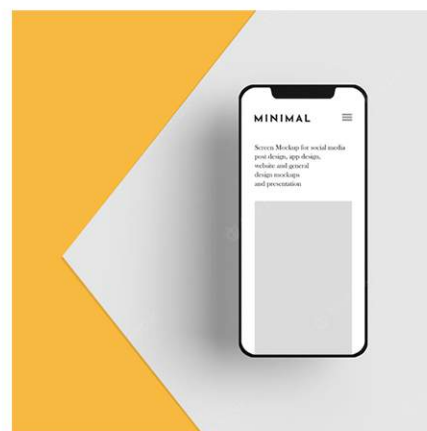
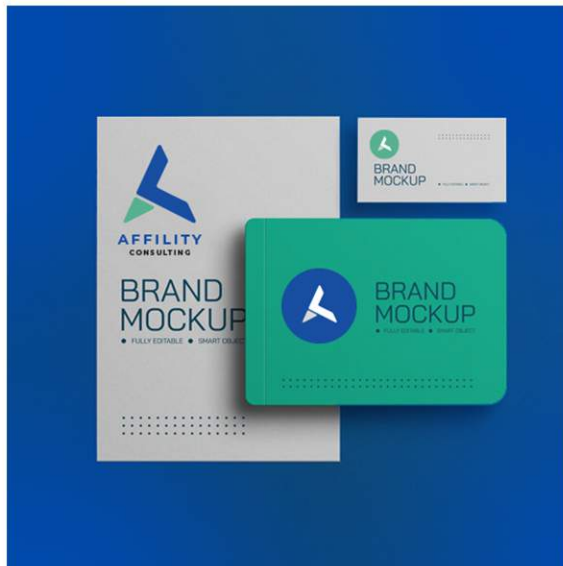
The image library should be shot in natural lighting to bring a naturality and clarity to people and the emotions that “Affility” brings to their lives.

The images are styled using the brand color palette.

The main brand images feature humans who are confident and content and use primary colors. Product and other communication imagery uses treatments from the secondary color combinations.



Imagery continued





This is a headline on
a standard layout.

This is the sub-headline.

Applications

Recommended uses of the logo and brand across various media





AFFILITY
MANAGEMENT CONSULTING



Billboard





TEAMWORK QUALITY EXCELLENCE

HEADLINE SPACE

1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dignissim pretium consectetur. Curabitur tempor posuere massa in varius. Pellentesque viverra nibh eu vehicula mattis. Nullam porta facilisis justo, a feugiat dolor sodales sed. Vestibulum neque nisi, elementum tincidunt metus sit amet, egestas bibendum enim. Aenean a blandit elit, vel rutrum mi. Nunc dapibus turpis sed massa aliquet tincidunt.

2

Pellentesque id neque ligula. Nullam posuere, ligula a mattis posuere, lacus nisi adipiscing nunc, eu congue justo est ut diam. Nam quam nibh, dignissim non consequat in, semper eget purus. Nulla arcu sapien, viverra vitae metus tempor, congue ornare diam. Pellentesque vel nibh tempus, ullamcorper tortor sed, bibendum augue. Phasellus sollicitudin justo et quam aliquam sollicitudin. Sed eget nibh mollis, mattis sem et, viverra nulla.

www.companyname.com

Roll-up banner

