CORPORATE IDENTITY MANUAL
AM4BAT

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INTRODUCTION

The corporate manual has been developed to provide a comprehensive understanding of AM4BAT's.

It correctly shows how to implement design and its applications.

It is mandatory to precisely follow what is here established, which defines and structures AM4BAT's corporate imatge.

BRAND

LOGO

This formula will be applied to all company's identification, communication and information supports.

The compositional structure will always be as follows.

APPLICATIONS

These are the only variants of the brand that can be used in the different communication and promotion AM4BAT's elements.

A more simplified variant (responsive version) of restricted use is provided for exceptional cases in which the brand must be applied in very small sizes, such as in the profile picture (avatar) on social networks.

The variants shall be used in the same way as in the original mark.

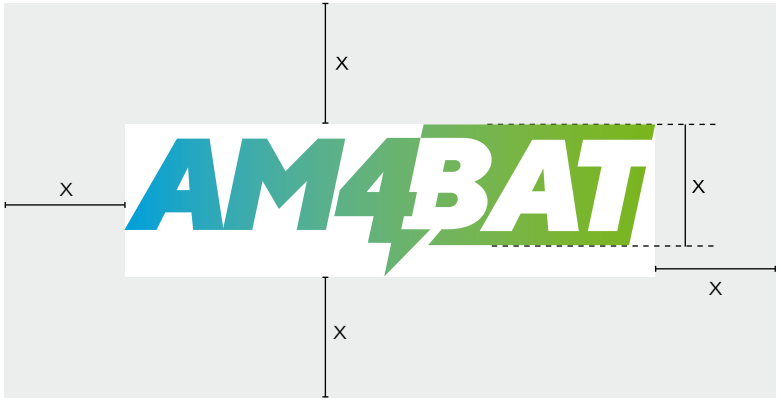
Brand

Responsive version

SAFE AREA

Safe area refers to the zone that must be left around the brand without any other element exceeding this limit to avoid visual contamination of the logo.

We use this space to ensure the best visual perception of the AM4BAT brand.



BRAND VISIBILITY

In order to guarantee an optimal reading for the human eye, it is necessary to delimit the minimum dimensions of the brand application, as the printing systems, depending on the size to be reproduced, do not certify its correct visibility.

Marking size smaller than 30 mm shall be applied with the symbol.

MINIMUM SIZE

30 mm

Minimum size

10 mm

Symbol only

TYPOGRAPHY

Corporate typography

For the construction of the AM4BAT brand we have used the typography TT Norms, which is a geometric font. Typography is a particularly important part of our identity and we therefore recommend its use in materials communication.

Complementary font

For the web we must use the complementary font Montserrat (Google Fonts).

Substitute fonts

Arial font is reserved only for electronic media for internal use where the application must be shared by a third party that does not have the corporate fonts installed on their computers. (For instance, PowerPoint presentations, emails, internal notes, etc.)

Corporate typography

TT NORMS

TT Norms Hairline
TT Norms Extra Light
TT Norms Light
TT NormsRegular

TT Norms Medium
TT Norms Bold
TT Norms Black
TT Norms Heavy

Complementary font

MONTSERRAT

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Bold

Substitute font

Arial

Arial Regular
Arial Bold

CORPORATE COLOURS

The corporate colours that identify AM4BAT are Pantone 299 C (blue) and Pantone 368 (green).

In case of printing in a single colour we will use Pantone 368 (green).

In order to achieve the correct colour reproduction in the different media, in this section we show the colour conversions to spot colour, four-colour process, RGB and HTML.

CORPORATE COLOURS

REPRODUCTION CRITERIA

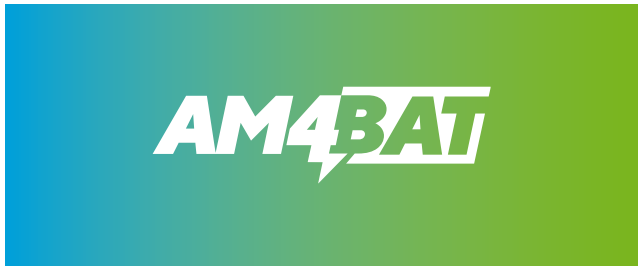
These examples correspond to colour applications (four-colour process), both positive and negative.

To apply it on its corporate colours, the solution will be in white.

In case of printing in a single colour we will use Pantone 368 (green).

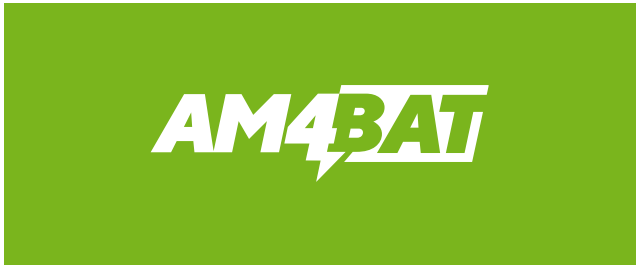
POSITIVE COLOUR

NEGATIVE COLOUR



POSITIVE COLOUR 1 COLOURS

NEGATIVE COLOUR 1 COLOUR



REPRODUCTION CRITERIA

These examples correspond to brand's applications in greyscale and pen, in its positive version.

GRAYSCALE / POSITIVE

60% ink

80% ink

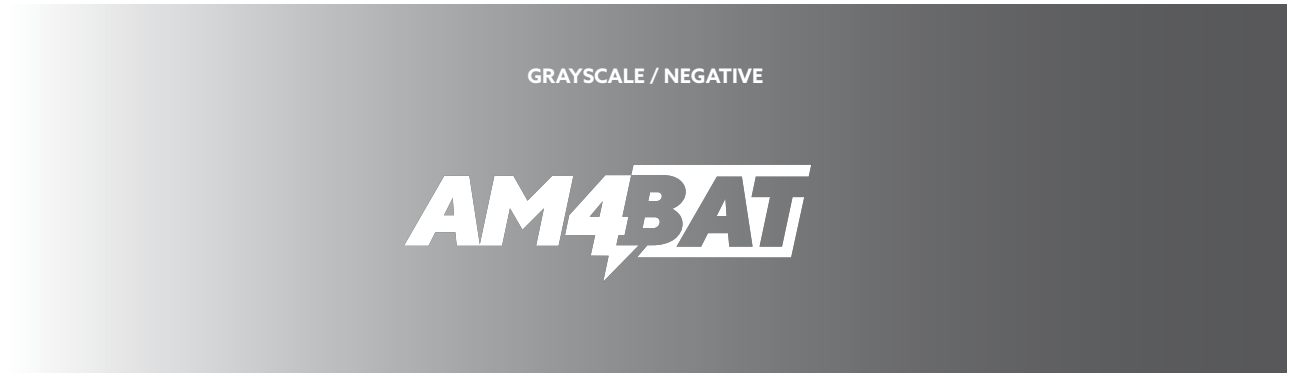
PEN / POSITIVE

100% ink

REPRODUCTION CRITERIA

These examples correspond to brand's applications in greyscale and pen, in its negative version.

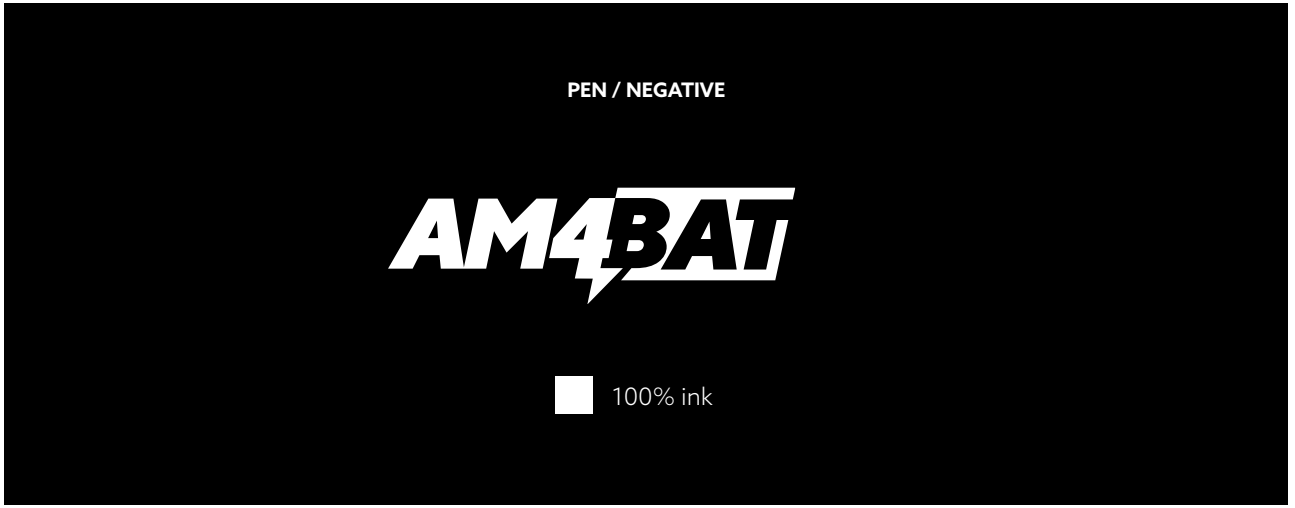
GRAYSCALE / NEGATIVE



60% ink

80% ink

PEN / NEGATIVE



100% ink

ONLINE APPLICATIONS

CORPORATE AVATAR

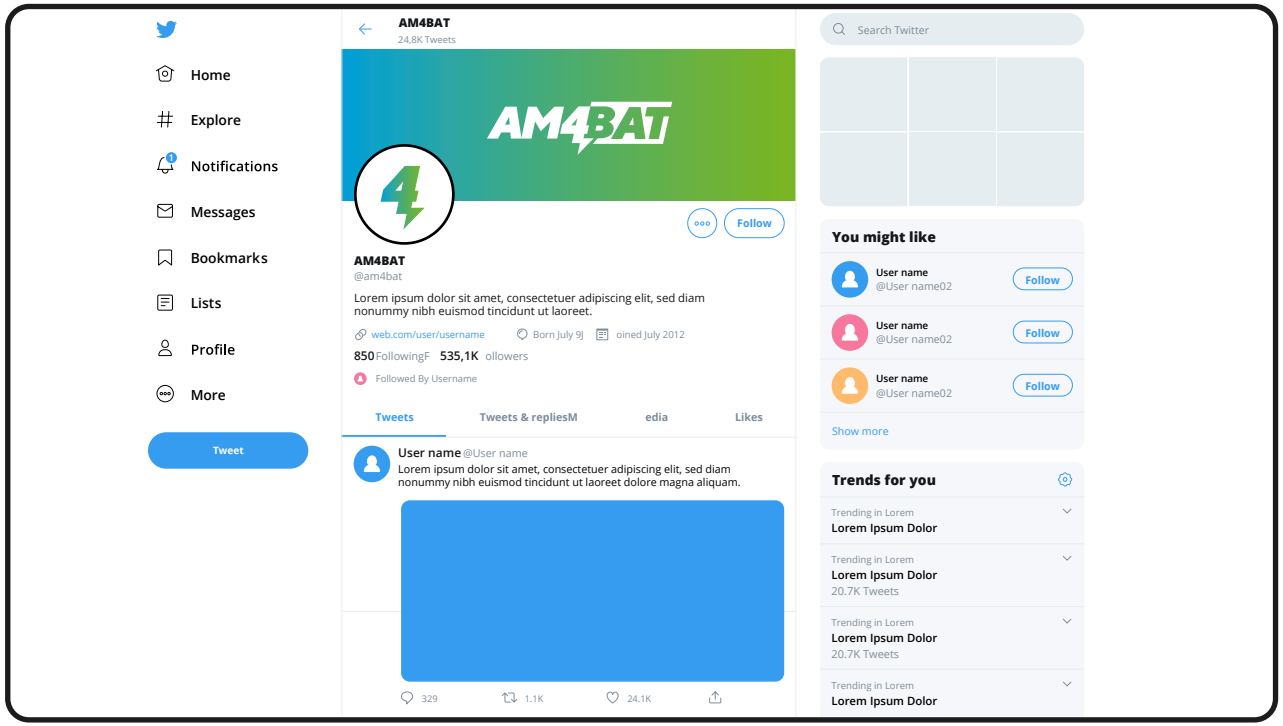
The corporate avatar is constructed using the brand symbol on a white background. On certain occasions it can be applied in white on gradient.

AVATAR IN POSITIVE

AVATAR IN NEGATIVE

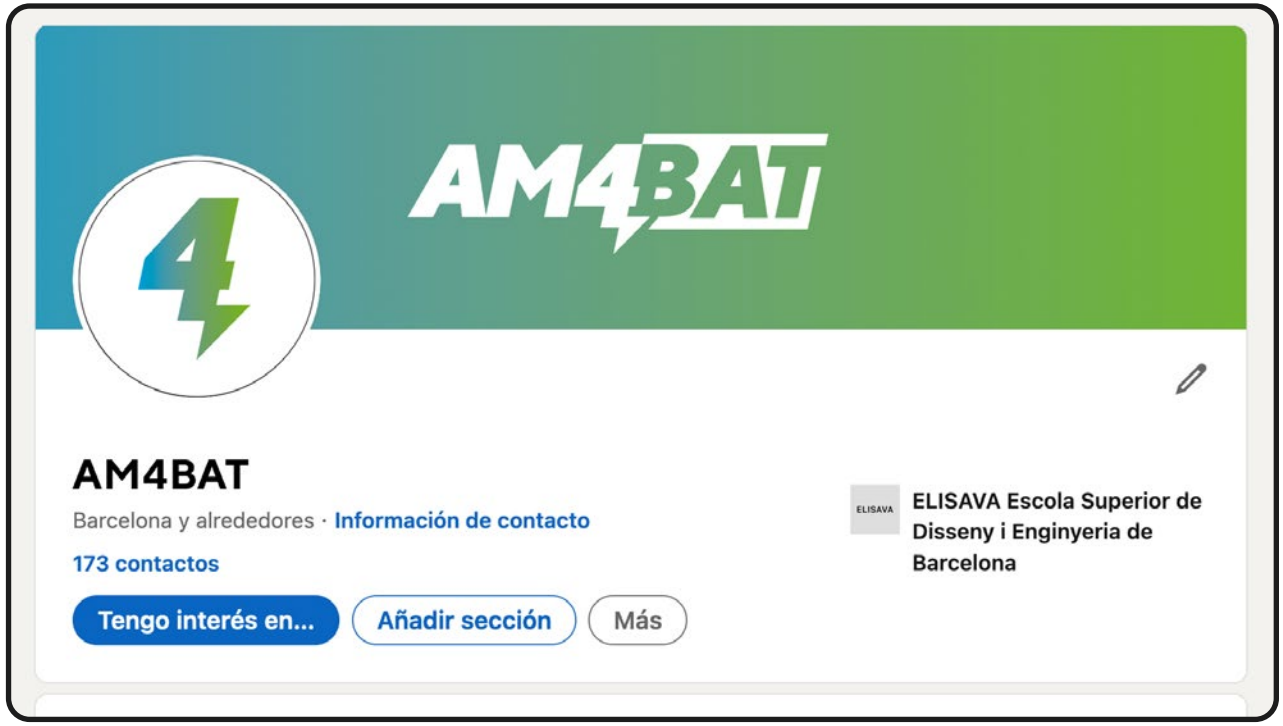
TWITTER

Personalised header for use on the diferent social networks.



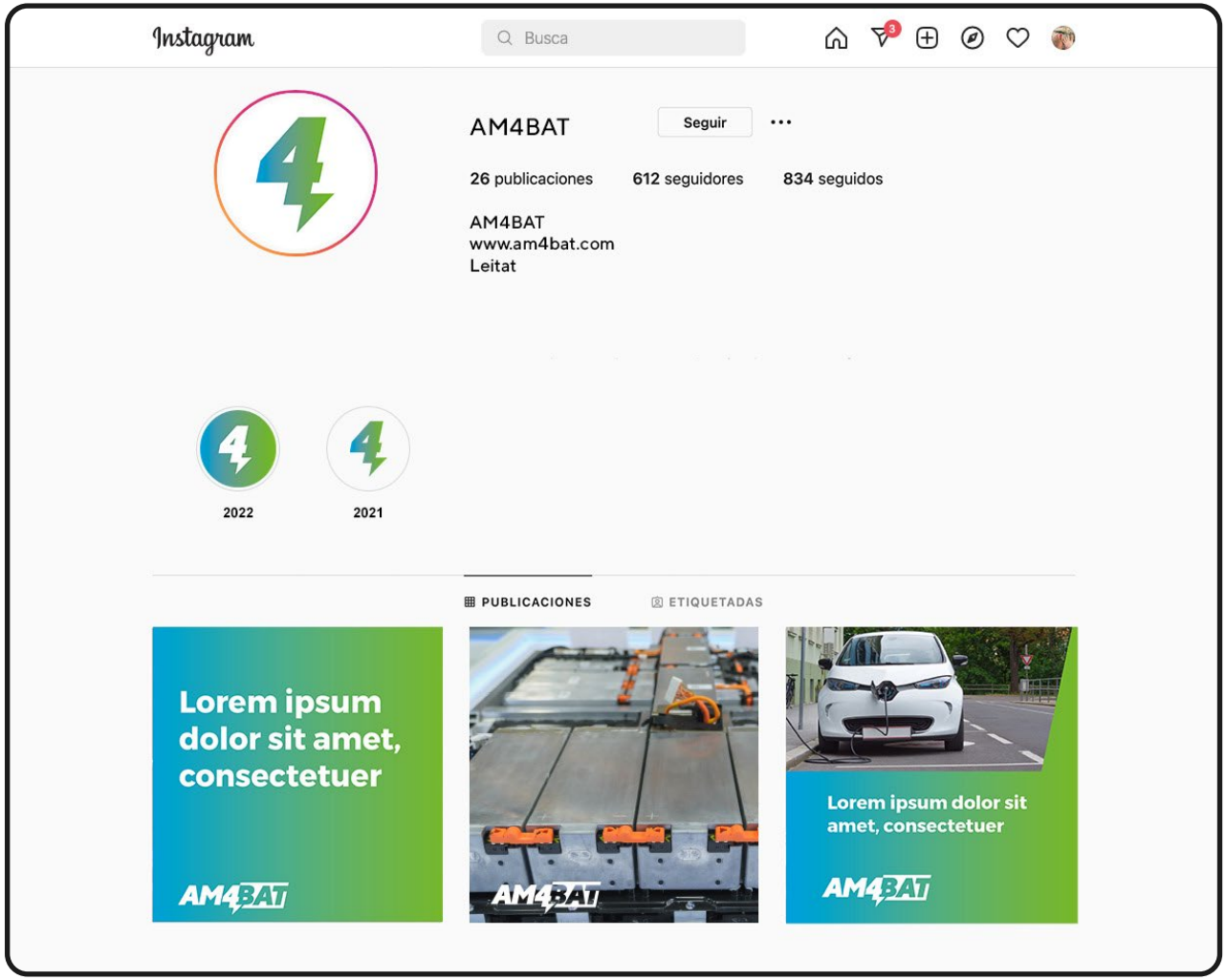
LINKEDIN

Personalised header for use on the diferent social networks.



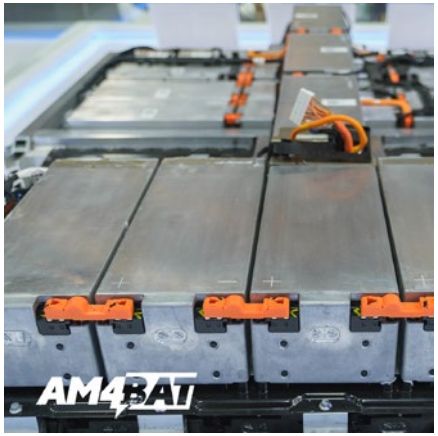
INSTAGRAM

Profile image and featured stories with corporate avatar.



INSTAGRAM

Instagram feed aesthetic with corporate images.



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