

Addigy Logo

Style Guide
Our Perspective

Fonts

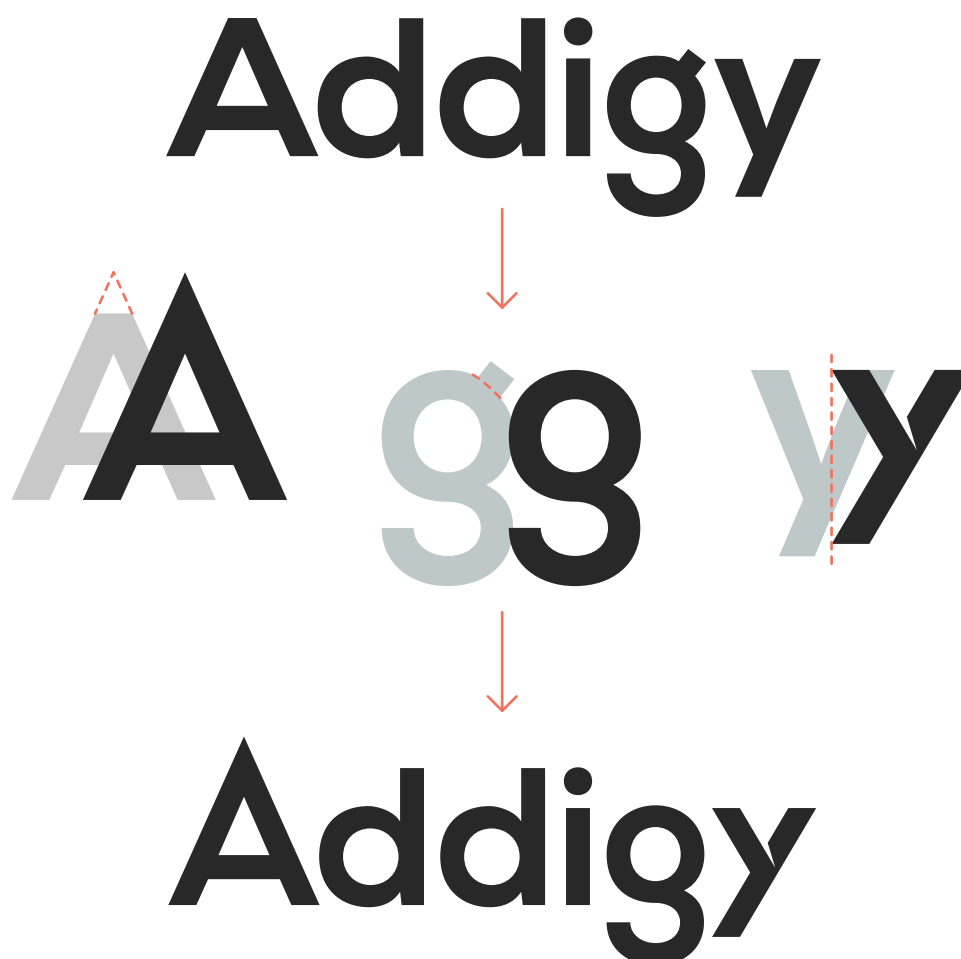
Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+--=,./; '[]

Modifications.



Typography clean, simple and easy to read.

Modifications were produced in order to match morphology of isotype, creating a stronger link.

There is an interesting balance between rounded and straight characters. It represents interaction between humans and computers.

Fonts

Roboto

Thin / *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+ -=,./; '[]

Light / *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+ -=,./; '[]

Regular / *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+ -=,./; '[]

Medium / *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+ -=,./; '[]

Bold / *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+ -=,./; '[]

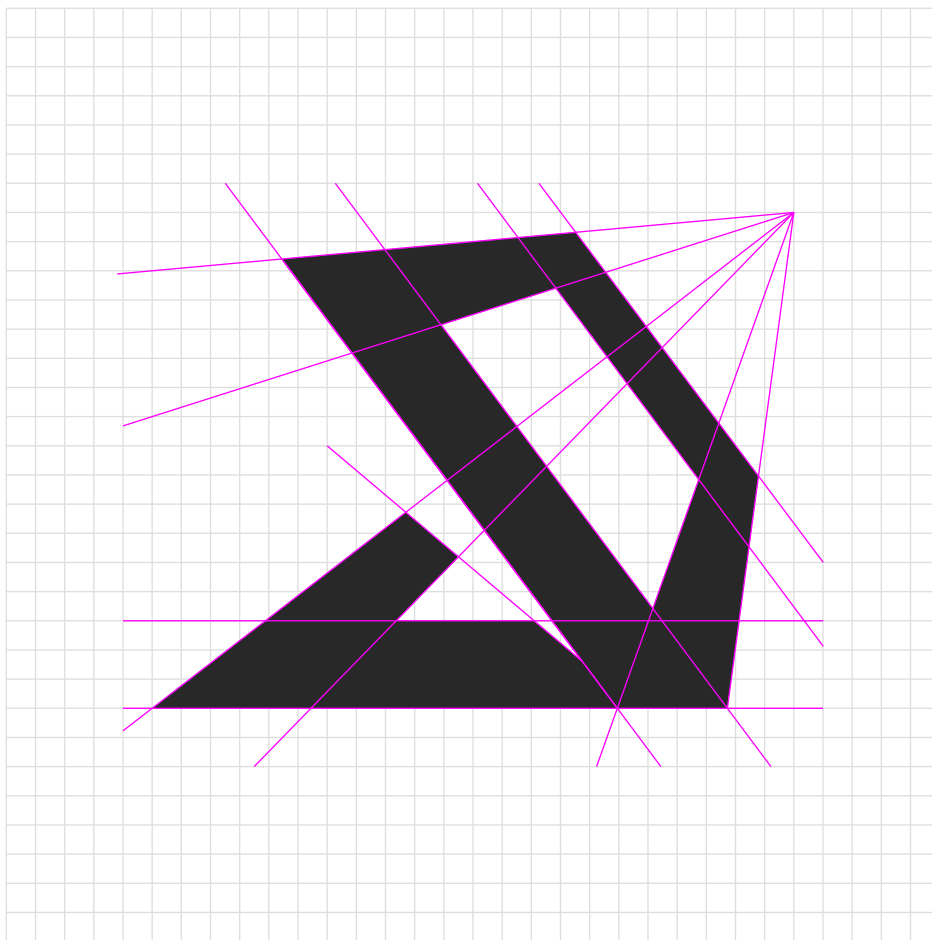
Black / *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+ -=,./; '[]

Roboto will be our font in all collaterals, such as website, business cards, brochures, etc.
Text color is never full black. Correct values below.
R.40, G.40, B.40. / C.0, M.0, Y.0, K.93 / #282828 / H.213°, S.0%, B.15%

Isotype

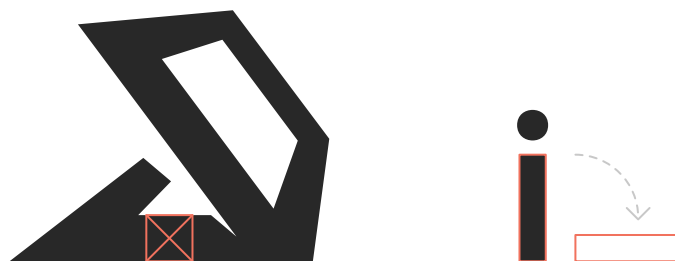
Grid.



3D representation of what could be interpreted as a opening laptop or a stand tablet. The perspective communicate vision, future and movement.

Isotype

Spacing and placement.



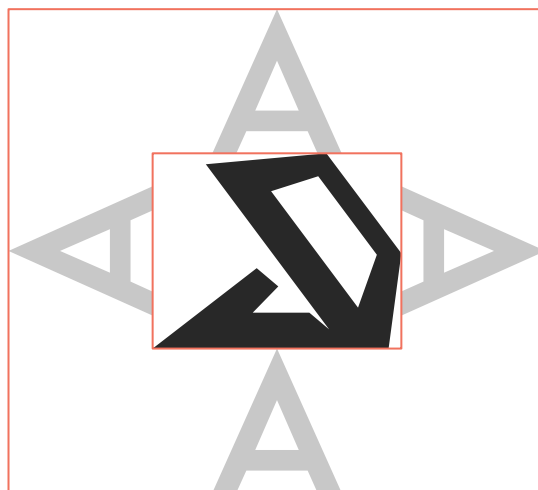
Spacing units



Center line

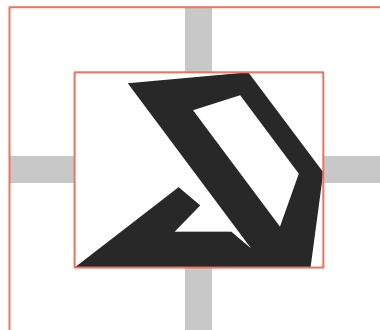
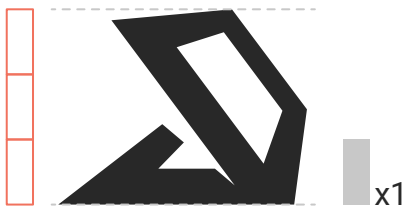
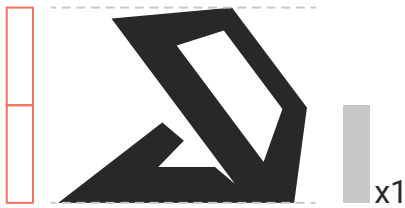
Logo

Minimum Interference Area - PRINT.



Logo

Minimum Interference Area - WEB



Logo

Minimum Interference Area - WEB - Horizontal Version



Logo

B&W.

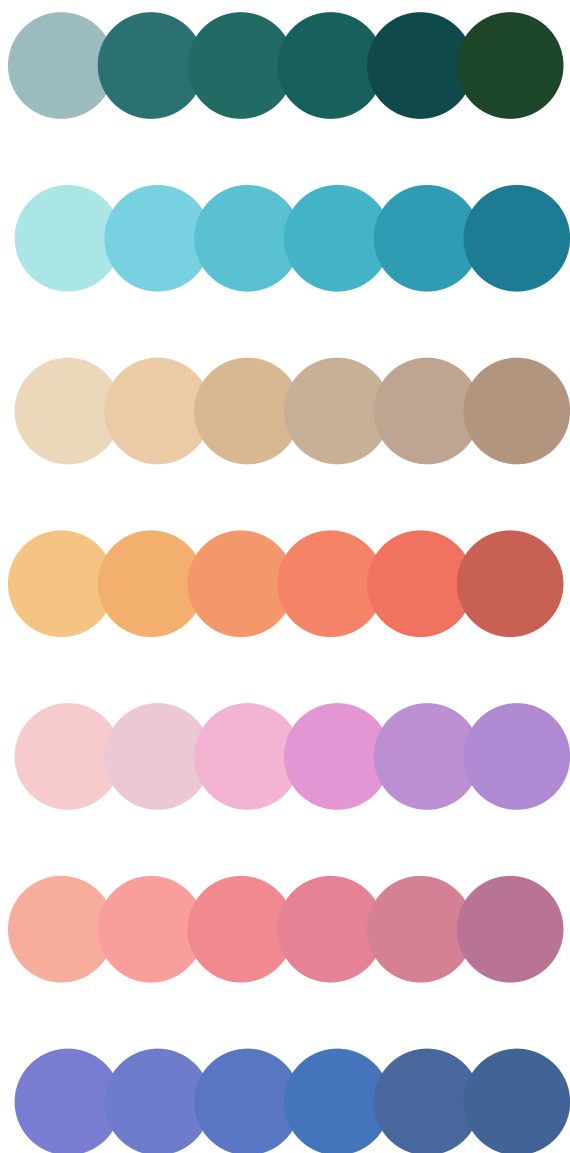


Logo

Positioning.



Color Palette



Color palette was born out of a selection of images of Miami. The beach and the sunsets were the inspiration.

Color Code RGB / HEX / CMYK / HSB

Bondi Blue



| | | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|-----------------------------|
| R 158 G 216 B 220 | R 97 G 200 B 218 | R 42 G 191 B 208 | R 3 G 180 B 198 | R 0 G 158 B 180 | R 0 G 125 B 149 |
| #9ED8DC | #61C8D9 | #2FC0D1 | #0BB4C6 | #069FB5 | #007D95 |
| C 36 M 0 Y 14 K 0 | C 56 M 0 Y 14 K 0 | C 67 M 0 Y 18 K 0 | C 73 M 5 Y 22 K 0 | C 78 M 18 Y 25 K 0 | C 86 M 38 Y 32 K 4 |
| H 183° S 28% B 86% | H 188° S 55% B 85% | H 186° S 79% B 81% | H 185° S 98% B 77% | H 187° S 100% B 70% | H 189° S 100% B 58% |

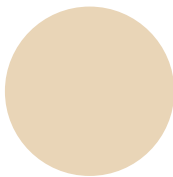
Green/Teal



| | | | | | |
|-----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| R 146 G 187 B 191 | R 0 G 115 B 115 | R 0 G 109 B 100 | R 0 G 98 B 91 | R 0 G 74 B 75 | R 5 G 70 B 39 |
| #92BBBF | #007373 | #006D64 | #00625B | #004A4B | #054627 |
| C 43 M 13 Y 22 K 0 | C 88 M 36 Y 52 K 14 | C 89 M 36 Y 61 K 19 | C 90 M 40 Y 62 K 26 | C 92 M 51 Y 59 K 39 | C 88 M 43 Y 92 K 50 |
| H 185° S 23% B 74% | H 180° S 100% B 45% | H 175° S 100% B 42% | H 175° S 100% B 38% | H 180° S 100% B 29% | H 151° S 92% B 27% |

Color Code RGB / HEX / CMYK / HSB

Sand

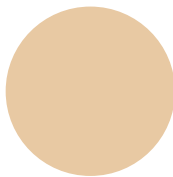


R 238
G 214
B 180

#EED6B4

C 5
M 14
Y 30
K 0

H 35°
S 24%
B 93%

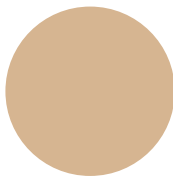


R 239
G 201
B 159

#EFC99F

C 4
M 21
Y 38
K 0

H 31°
S 33%
B 93%

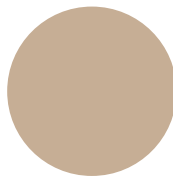


R 221
G 181
B 141

#DDB58D

C 13
M 29
Y 46
K 0

H 30°
S 36%
B 86%

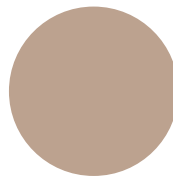


R 204
G 174
B 147

#CCAE93

C 20
M 30
Y 42
K 0

H 28°
S 27%
B 80%

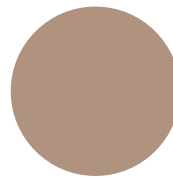


R 194
G 162
B 141

#62A28D

C 24
M 35
Y 43
K 0

H 23°
S 27%
B 76%



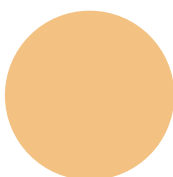
R 182
G 147
B 124

#B6937C

C 29
M 41
Y 51
K 2

H 23°
S 31%
B 71%

Orange Sun

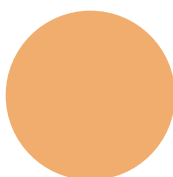


R 253
G 192
B 119

#FDC077

C 0
M 27
Y 60
K 0

H 32°
S 52%
B 99%

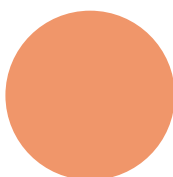


R 253
G 171
B 97

#FDAB61

C 0
M 38
Y 69
K 0

H 28°
S 61%
B 99%

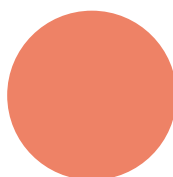


R 255
G 146
B 96

#FF9260

C 0
M 52
Y 64
K 0

H 18°
S 62%
B 100%

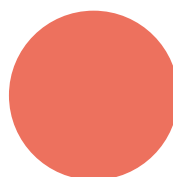


R 255
G 124
B 94

#FF7C5E

C 0
M 64
Y 62
K 0

H 11°
S 63%
B 100%

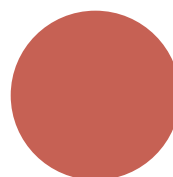


R 255
G 104
B 86

#FF6856

C 0
M 74
Y 64
K 0

H 6°
S 66%
B 100%



R 214
G 90
B 78

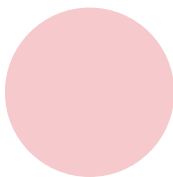
#D65A4E

C 11
M 78
Y 71
K 1

H 5°
S 63%
B 83%

Color Code RGB / HEX / CMYK / HSB

Pink Sunset

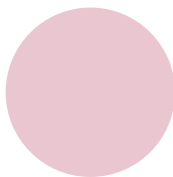


R 255
G 200
B 204

#FFC8CC

C 5
M 26
Y 9
K 0

H 355°
S 21%
B 100%

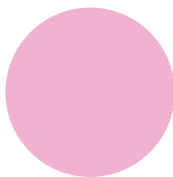


R 241
G 197
B 209

#F1C5D1

C 2
M 26
Y 5
K 0

H 343°
S 18%
B 94%

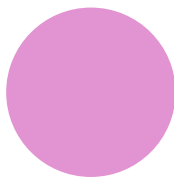


R 253
G 175
B 212

#FDAFD4

C 0
M 39
Y 0
K 0

H 331°
S 30%
B 99%

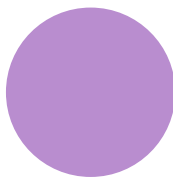


R 240
G 142
B 214

#CCAE93

C 8
M 51
Y 0
K 0

H 315°
S 40%
B 94%

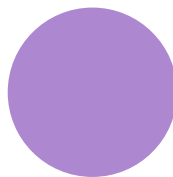


R 195
G 138
B 213

#C38AD5

C 25
M 50
Y 0
K 0

H 285°
S 35%
B 83%



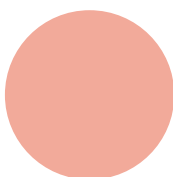
R 182
G 134
B 215

#B686D7

C 31
M 51
Y 0
K 0

H 275°
S 37%
B 84%

Coral

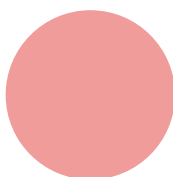


R 255
G 167
B 151

#FFA797

C 0
M 42
Y 33
K 0

H 9°
S 40%
B 100%

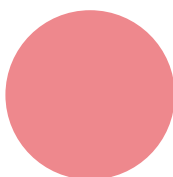


R 255
G 152
B 152

#FF9898

C 0
M 50
Y 27
K 0

H 0°
S 40%
B 100%

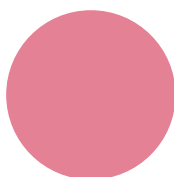


R 255
G 130
B 140

#FF828C

C 0
M 62
Y 29
K 0

H 355°
S 49%
B 100%

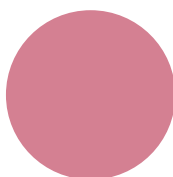


R 244
G 123
B 148

#F47B94

C 0
M 65
Y 21
K 0

H 347°
S 49%
B 95%

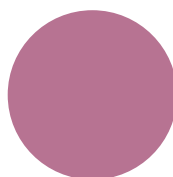


R 227
G 122
B 147

#E37A93

C 7
M 64
Y 23
K 0

H 345°
S 46%
B 89%



R 195
G 110
B 148

#C36E94

C 22
M 68
Y 18
K 0

H 333°
S 43%
B 76%

Color Code RGB / HEX / CMYK / HSB

Evening



R 120
G 123
B 215

#787BD7

C 57
M 53
Y 0
K 0

H 238°
S 44%
B 84%

R 107
G 124
B 208

#6B7CD0

C 61
M 51
Y 0
K 0

H 229°
S 48%
B 81%

R 83
G 117
B 200

#5375C8

C 71
M 54
Y 0
K 0

H 222°
S 58%
B 78%

R 53
G 117
B 192

#3575C0

C 79
M 51
Y 0
K 0

H 212°
S 72%
B 75%

R 64
G 104
B 160

#4068A0

C 81
M 60
Y 12
K 0

H 215°
S 60%
B 62%

R 57
G 99
B 152

#396398

C 84
M 62
Y 16
K 2

H 213°
S 62%
B 59%

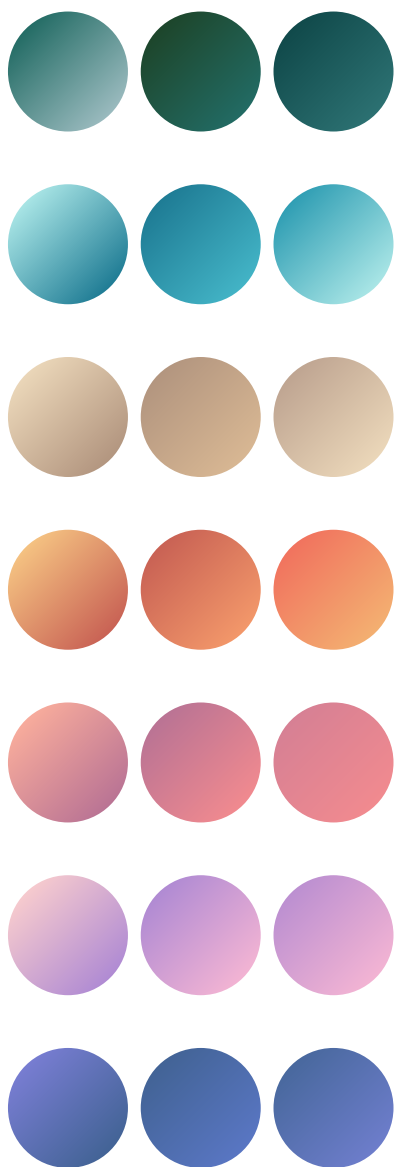
Color Palette

Color options.



Color Palette

Gradients.



Same color scheme gradient.



Interaction with other colors.

Color Palette

Gradient color options.



Concept

Application on branding.



Shapes are born out of the isotype concept. Vision, future and movement are the basic concepts.

Each shape represent our values, at the same time, each shape represent and individual force, like a person or a specific department. This separate forces, intensify their strenght when united, appreciated in the weight of the color when superposed each other; that creates the stronger color, our color.

That represent/is our company.

Concept

Application on branding. Examples.



Color Application

CORRECT. ✓



White and Black Background will use colored isotype but name will swap between our black and white accordingly. Isotype can use other colors from our color palette.



When the background is colored, monotone version of the brand will be displayed. Lighter color will use our black for the brand and darker colors backgrounds will use white.

Color Application

INCORRECT. ✘



Never use two colors for our brand.

Font will be either black, white or -in some cases- the same color as isotype.



Over colored background, brand should be entire black or white.

Placement Application

CORRECT. ✓



Brand can appear with the isotype as a "star" (main) and in a horizontal format, either with the isotype on the left or right.

Proportions of Iso and Logo are always the same.

Placement Application

INCORRECT. ✘



DO NOT change proportions.
DO NOT locate name over isotype.
DO NOT flip or rotate isotype.