



# BRANDING GUIDELINES

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Latest version available:  
[www.adaptant.io/branding-guidelines/](http://www.adaptant.io/branding-guidelines/)

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**Welcome**



Adaptant is dedicated to empowering users over their data, while enabling new ways for data to be used.

Our vision is that through empowering users to take control of their own data, new user-centric business models and services will be realized, fundamentally changing the data value chain.

**INNOVATION**  
RESPONSIBILITY  
**ADAPTABILITY**  
**TRANSPARENCY**



# 2

## Logo Usage



The Adaptant logo represents our identity and is an important part of our brand.

To establish and maintain its strength a correct and consistent use must be followed. The logo should not be misinterpreted, modified, or added to. Its orientation, colour and composition should remain as indicated in this document.

The official logo can be downloaded from the Branding Guidelines webpage.

## DO

- Use the logo on a white and black background
- Use the logo on top of photography or images only if it is clearly recognizable



## DO NOT

- Use the logo on a pink or pink shades background
- Use a colour that isn't in the brand guide
- Use the logo on top of photography or images if it is not clearly recognizable
- Create an outline of the logo
- Apply a drop shadow, gradient or effect to the logo
- Apply transparency effects to the logo
- Distort or rotate the logo in any way
- Alter or recreate the logo



# 3

## Logo Clear Space and Size





The keystone of our visual design is our combination mark.

Whenever the Adaptant logo is used, it should always be surrounded by a minimum area of space to ensure its visibility and impact.

Clear space [x] is equal to the height of three lines of the Adaptant icon.



There are no preset sizes for the Adaptant logo. Scale and proportion should be determined by the available space, aesthetics, and function.

To make sure the logo is always clear and legible, please observe the minimum size requirements in all media.

The minimum size is measured by the width of the Adaptant icon. The Adaptant icon must be no less than 20px or 5,3mm.



# 4

## Icon Usage



The Adaptant logo is a combination mark. Despite, it is allowed to use the icon without the text. As established before about the logo usage, the icon should not be misinterpreted, modified, or added to. Its orientation, colour and composition should remain as indicated in this document.

The official icon can be downloaded from the Branding Guidelines webpage.

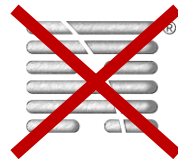
## DO

- Use the icon on a white and black background
- Use the icon on top of photography or images only if it is clearly recognizable



## DO NOT

- Use a colour that isn't in the brand guide
- Use the icon on top of photography or images if it is not clearly recognizable
- Create an outline of the icon
- Apply a drop shadow, gradient or effect to the icon
- Apply transparency effects to the icon
- Distort or rotate the icon in any way
- Alter or recreate the icon



# 5

## Corporate and Alternative Colours



The Adaptant corporate colours were carefully chosen to infuse our core values throughout them. The colour blue and the colour turquoise evoke uprightness and reliability, indeed.



**#132C49**

**R 19 G 44 B 73**  
**C 97 M 82 Y 44 K 43**



**#2B425E**

**R 43 G 66 B 94**  
**C 89 M 72 Y 41 K 29**



**#3D5276**

**R 61 G 82 B 118**  
**C 82 M 66 Y 30 K 19**



**#6989AF**

**R 105 G 137 B 175**  
**C 63 M 40 Y 16 K 0**



**#B1C5DD**

**R 177 G 197 B 221**  
**C 29 M 15 Y 5 K 0**



**#094C4A**

**R 9 G 76 B 74**  
**C 90 M 50 Y 62 K 40**



**#086D6D**

**R 8 G 109 B 109**  
**C 89 M 39 Y 54 K 18**



**#1B8388**

**R 27 G 131 B 136**  
**C 68 M 0 Y 26 K 39**



**#43A8A5**

**R 67 G 168 B 165**  
**C 71 M 14 Y 38 K 0**



**#8FC6C4**

**R 143 G 198 B 196**  
**C 44 M 6 Y 24 K 0**





**#38A1DA**  
 R 56 G 161 B 218  
 C 70 M 22 Y 0 K 0



**#50883E**  
 R 80 G 136 B 62  
 C 73 M 26 Y 100 K 10



**#CC4A27**  
 R 204 G 74 B 39  
 C 14 M 85 Y 100 K 4



**#7B7B7B**  
 R 123 G 123 B 123  
 C 53 M 45 Y 45 K 10



**#70B6E4**  
 R 112 G 182 B 228  
 C 53 M 14 Y 0 K 0



**#599942**  
 R 89 G 153 B 66  
 C 70 M 19 Y 100 K 4



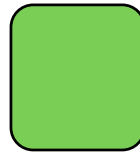
**#D16628**  
 R 209 G 102 B 40  
 C 14 M 71 Y 100 K 2



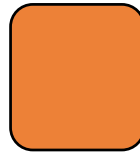
**#878787**  
 R 135 G 135 B 135  
 C 49 M 41 Y 41 K 5



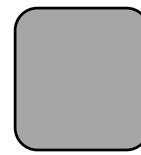
**#98C9F2**  
 R 152 G 201 B 242  
 C 45 M 7 Y 22 K 0



**#7ACE56**  
 R 122 G 206 B 86  
 C 57 M 0 Y 80 K 0



**#ED8137**  
 R 237 G 129 B 55  
 C 2 M 59 Y 83 K 0



**#A6A6A6**  
 R 166 G 166 B 166  
 C 37 M 29 Y 30 K 8



**#B7D8EE**  
 R 183 G 216 B 238  
 C 26 M 5 Y 1 K 0



**#A5D285**  
 R 165 G 210 B 133  
 C 38 M 0 Y 63 K 0



**#F2995C**  
 R 242 G 153 B 92  
 C 2 M 47 Y 70 K 0



**#CCCCCCB**  
 R 204 G 204 B 203  
 C 19 M 15 Y 16 K 0



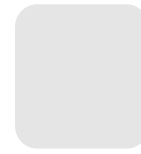
**#DAEEF7**  
 R 218 G 228 B 247  
 C 13 M 1 Y 1 K 0



**#B8DA97**  
 R 184 G 218 B 151  
 C 30 M 0 Y 52 K 0



**#FAB280**  
 R 250 G 178 B 128  
 C 0 M 35 Y 52 K 0



**#E5E5E5**  
 R 229 G 229 B 229  
 C 9 M 6 Y 7 K 0





6

Font



The Proxima Nova type family is the official Adaptant font. While Proxima Nova bold and light are the primary fonts the whole typeface may be used if necessary. If these typefaces are not available to use, Arial can be used as alternative.

Proxima Nova – Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz

Proxima Nova – Light

Aa

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz



# 7

## Picture Usage and Misuse



It is allowed to use the Adaptant logo over pictures. To establish and maintain its distinctiveness a correct and consistent use must be followed. Stock images that show faces; offensive or racist pictures must not be used along with the Adaptant logo.

## DO



## DO NOT





Thank You!

Contact [marketing@adaptant.io](mailto:marketing@adaptant.io)  
if you require more information.