

Brand Identity Guidelines

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Introduction

At Angel Investment Network we recognise the importance of having a strong brand identity system to help us communicate our values and do the work we do, but without clear guidance our message and purpose is easily misconstrued.

These guidelines have been designed to give you a clear understanding of the various parts that make up our brand identity system. Use them to clearly and consistently communicate the AIN brand message.

Logo

Our logo encapsulates the AIN brand in the form of a logomark and logotype. We use it to differentiate ourselves from competitors and instill brand trust in our customers. We have created a flexible system to allow for easy application across variate of media.

01

Logo

Logomark

The logomark can be used independently to represent the AIN brand, however in situations where it more clarity is needed the logomark should be combined with the logotype to form the full AIN logo.



Dark variant



Light variant



Colour variant

Logo

Logotype

The logotype consists of the company name left aligned and set in Myriad Pro Semibold and Regular.

Where the logomark can be used independent of the logotype, the logotype must always be used in combination with the logomark.

**Angel
Investment**
Network

Logo

Lockup

The lockup is composed of the logomark and a logotype and forms the full Angel Investment Network logo.

Logomark

Logotype



**Angel
Investment
Network**

Logo lockup

Logo

Clear space and minimum size

Calculate clearance by using half the size of the logomark to ensure there is enough white space surrounding the logo. The minimum size of the logo lockup should be no less than 32px tall.



Logo

Full colour logo use

The full colour logo should only be used on dark, light or white backgrounds.

Avoid using the full colour logo on photography unless the logo is positioned over a white, light or dark area of the image.

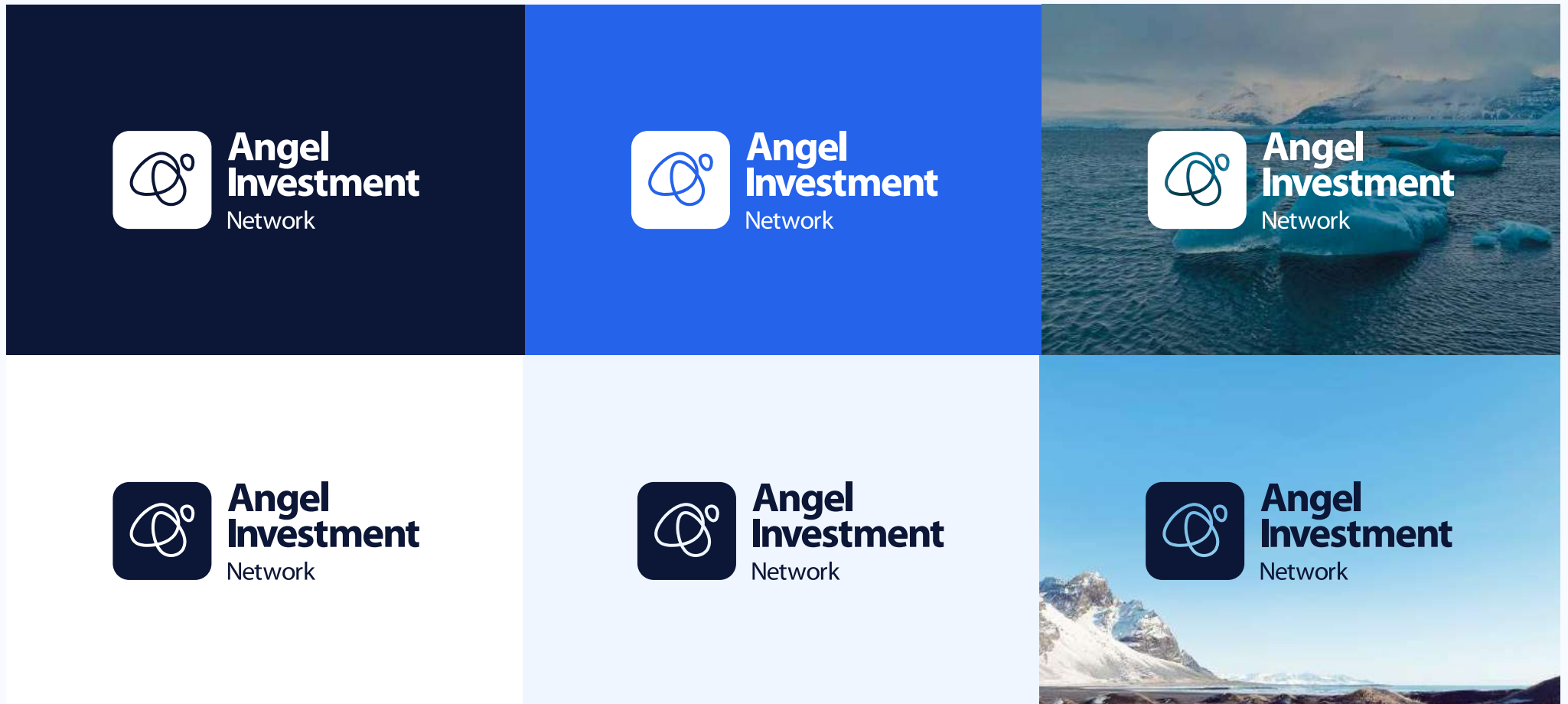


Logo

Mono colour logo use

The one colour logo should only be used on background colours or photographs within the AIN brand palette.

The one colour logo should only be used in White or Dark.



Logo

Misuse

Do not be tempted to change the colour of the logo, position it on backgrounds other than the brand colours, add effects or use it with insufficient contrast with the background.



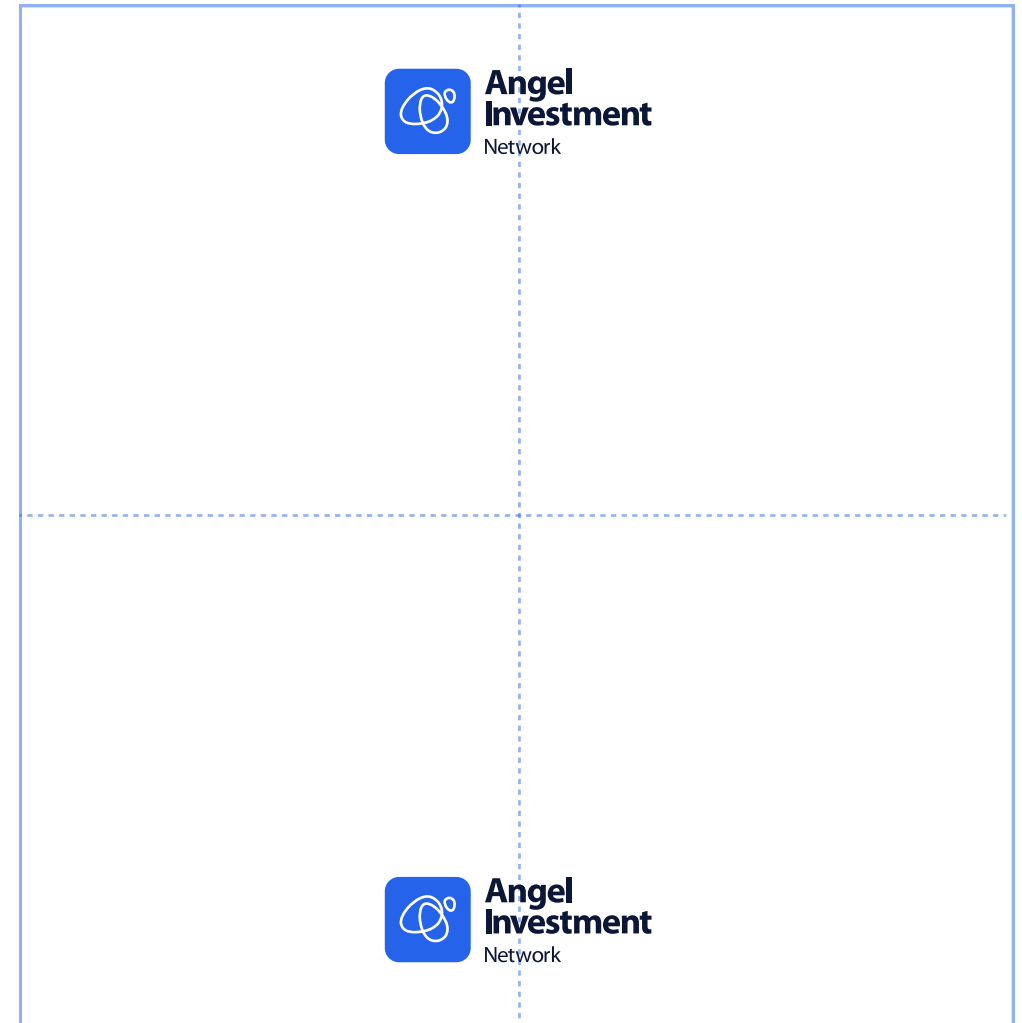
Logo

Positioning

Always align the logo either left or right of its container, be it on a printed document or an asset online. Never position the logo centrally.



Good!



Bad!

Logo

Favicon

The logomark still remains recognisable when used at it's smallest size for the website favicon. In this case the brand colour version should be used.



Typography

Typography plays an important role in ensuring a lasting impression of our brand.
When used thoughtfully, typography helps to convey a reliable, trustworthy brand.

02

Myriad Pro is our primary typeface. It's purposely neutral, well-known and reliable, and so ideal for use in any number of situations. We use it in two weights – Semibold and Regular – across both digital products and print.

You can download the font files from the [AIN Dropbox](#).

Myriad Pro

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Type size and line height is calculated using the 4-point baseline grid – where every value is a multiple of 4. Doing so creates a flexible but well defined system which plays well with UI components.



Our process

We're not tied to any one philosophy, any single set of rules. We listen, and drill down to the core of our clients' business needs. We help them navigate the densely populated brand landscape to a waypoint of meaningful difference. We are disarming, resourceful, and playful. These are the cornerstones of our approach.

Investors Entrepreneurs

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Colour

Our colour palette is another core component of our visual identity. We use it to create consistency between our products and communicate a reliable brand image to our customers.

03

Colour

Brand palette

Bright Blue (Blue 600) and Dark Blue (Blue 1100) are the primary brand colours. Secondary colours - Mid Blue (900) and Light Blue (50) - should be used sparingly.

Bright Blue

#2563EB

R37 G99 B235

600

Mid Blue

#1E3A8A

R30 G58 B138

900

Light Blue

#EFF6FF

R239 G246 B255

50

Dark Blue

#0C1736

R12 G23 B54

1200

White

#FFFFFF

R255 G255 B255

0

Colour Bluescale

The brand palette is derived from a scale of blues which is primarily reserved for UI elements and illustration purposes. Avoid using the scale unless you have been granted explicit permission to use it.

900	#1A1A1A	R26 G26 B26
800	#333333	R51 G51 B51
700	#4D4D4D	R77 G77 B77
600	#666666	R102 G102 B102
500	#808080	R128 G128 B128
400	#CCCCCC	R204 G204 B204
300	#D9D9D9	R217 G217 B217
200	#F2F2F2	R242 G242 B242
100	#F7F7F7	R247 G247 B247
50	#EFF6FF	R250 G250 B250

Colour Grayscale

The grayscale palette is used across AIN digital products and print material. Where grayscale 900 to 600 are reserved primarily for typography, 500 to 50 are used in various UI components and for block backgrounds.

900	#1A1A1A	R26 G26 B26
800	#333333	R51 G51 B51
700	#4D4D4D	R77 G77 B77
600	#666666	R102 G102 B102
500	#808080	R128 G128 B128
400	#CCCCCC	R204 G204 B204
300	#D9D9D9	R217 G217 B217
200	#F2F2F2	R242 G242 B242
100	#F7F7F7	R247 G247 B247
50	#FAFAFA	R250 G250 B250

Layout

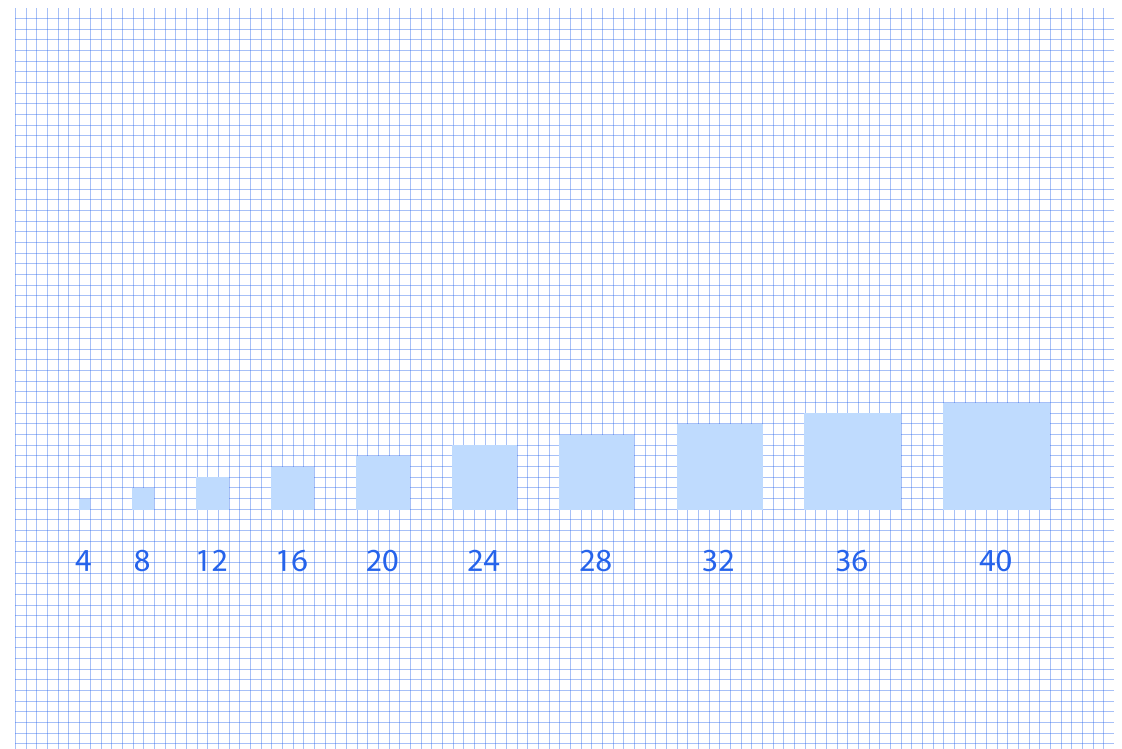
By using a well defined system of multiples we can create consistence and rhythm in size and space of design elements and typography. This consistence and rhythm is a core aspect of good design.

04

We use a 4pt grid to provide consistency and rhythm across design elements and typography in the AIN system.

Simply ensure every measurement of space is divisible by 4. This includes margins, paddings and line heights. Using this basic unit makes the math easy and scalable across design elements.

4pt



Iconography

We use icons and pictograms extensively across AIN products to supplement text content and create a universal language that is easy to understand for our international network.

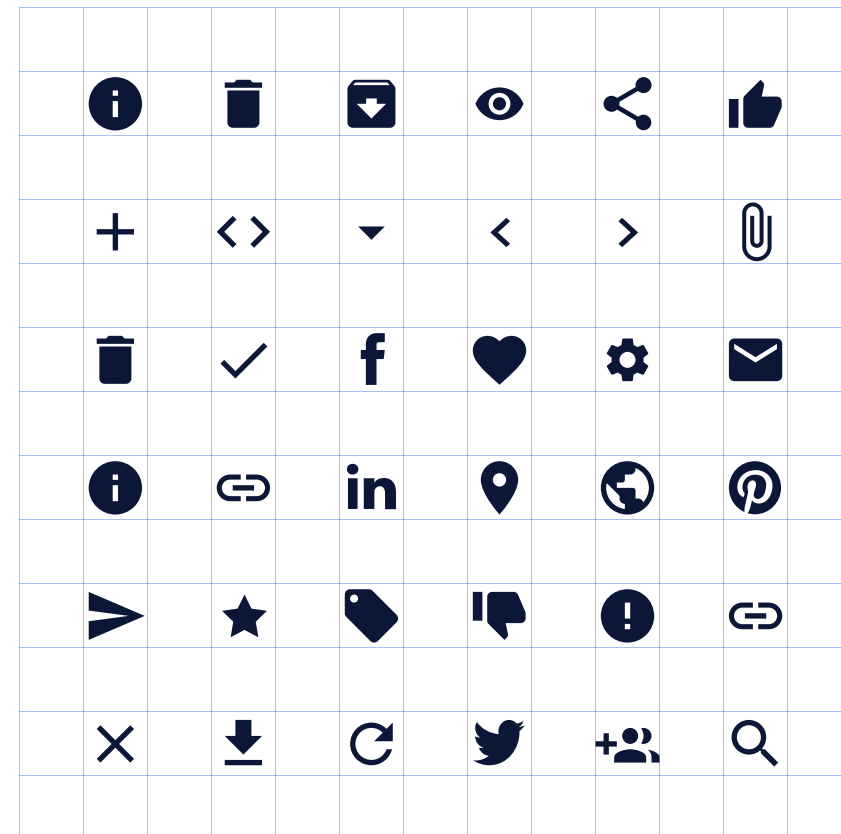
05

We use [Google's Material Icons](#) for all icons found in the user interface of AIN digital products. Usually at a size of 24px x 24px.

Refrain from altering these icons in any way other than the colour, where brand colours should always be used.



24px



24px

Iconography

Pictograms

We use Streamline Icons for larger pictograms, or when we need specific icons which are more geared towards the AIN business area.



Illustration

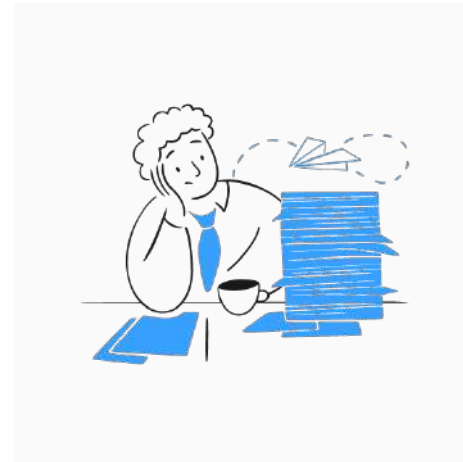
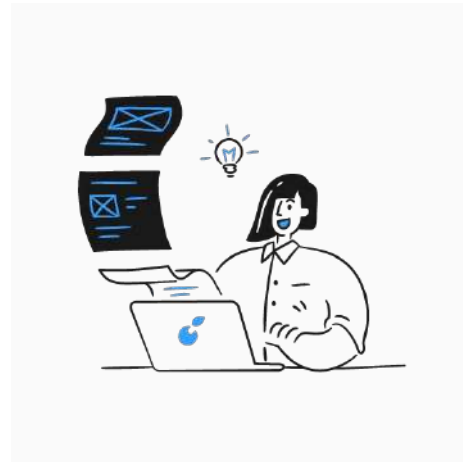
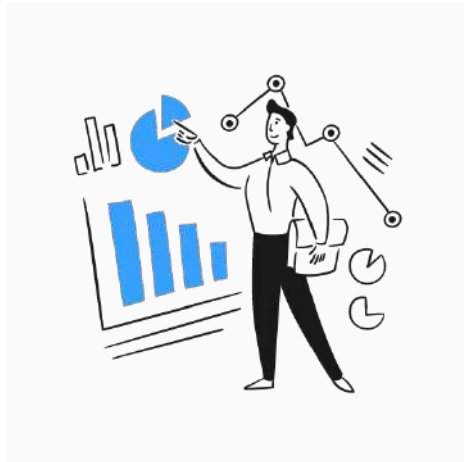
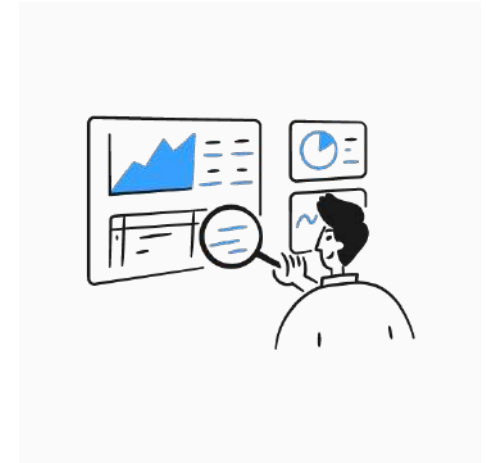
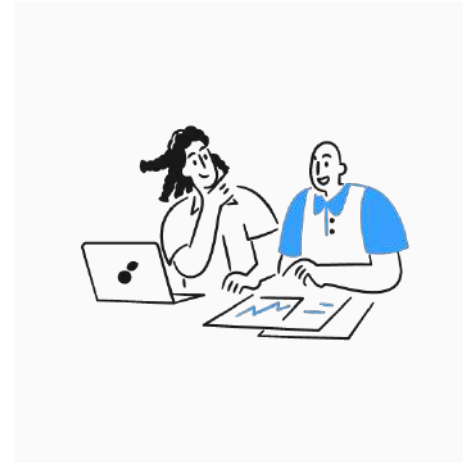
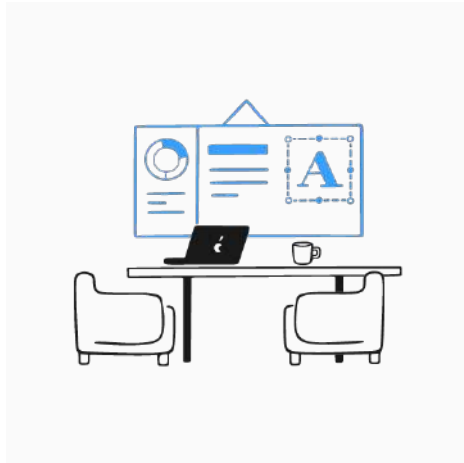
Illustration is used to make our products more memorable and engaging. It also helps improve usability by simplifying complex ideas and guiding our audience towards easy to understand actions.

06

Illustrations

Streamline Brooklyn

We use Streamline's Brooklyn illustrations in various places throughout our website and marketing material. Learn is good example of where these illustrations are used on the AIN website.



Photography

Photography is a powerful tool that communicates the personality and core values of the brand. All images should reflect our values and inspire our clients to grow their business and their wealth.

07

Photography

Portraits

We use photography sparingly but when we do we aim to choose stock photos that will inspire our network as they grow their business or invest their money.

We use sites such as [Pexels](#), [Unsplash](#) and [Pixabay](#) to help us create this content. [Bookmarks.design](#) also has an extensive list of stock photography websites where you can find free high quality photos.



We try to group stock photos into themes that we can call upon in certain contexts. For example, **Portraits** are often used make landing pages on the website feel more relatable, whereas **Work** images help illustrate articles found on our blog.

You can download these images from the [AIN Dropbox](#). Please speak to the marketing team for access.



