**Angel Investment Network**

# 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 misconstrude.

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 flexibile 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 consits 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.





32px

## 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.
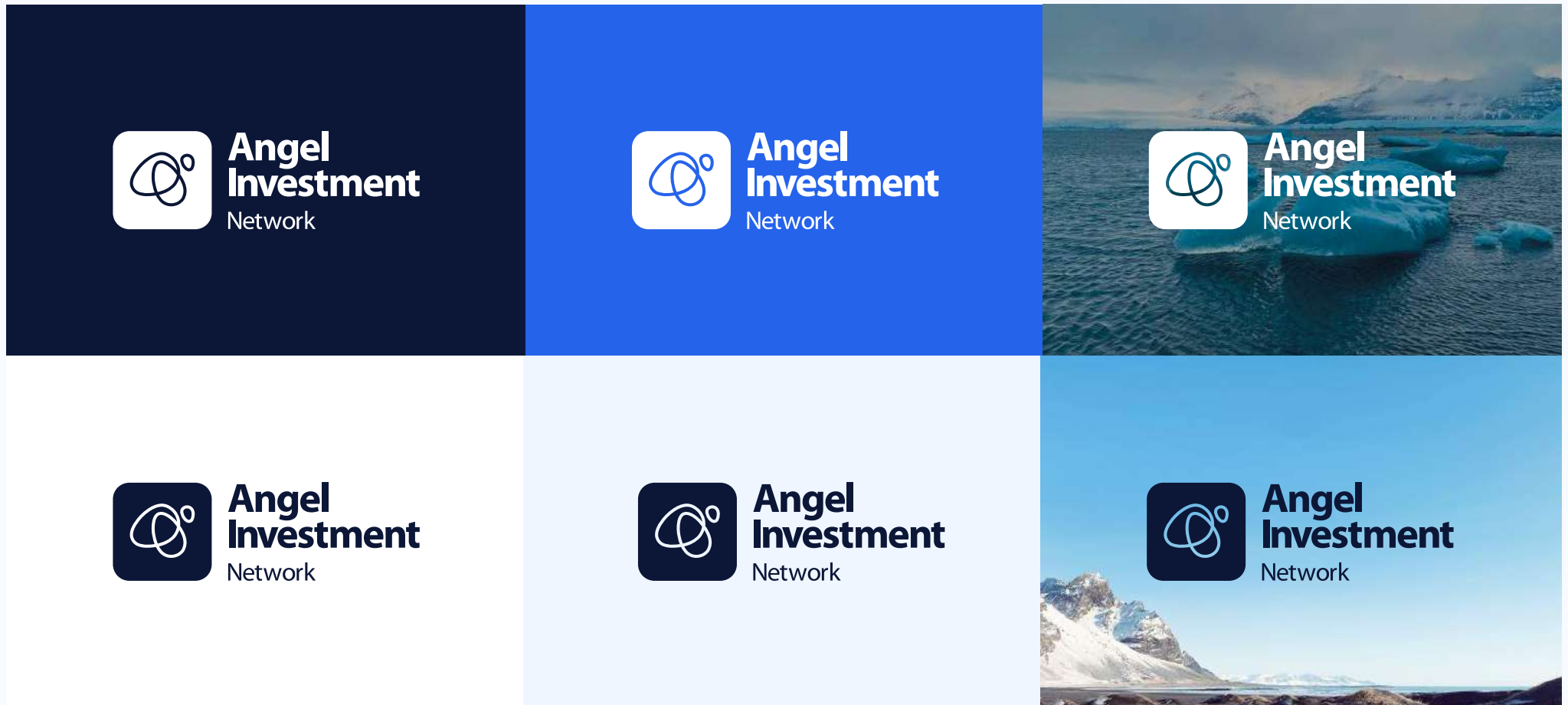
Mono colour logo use

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 insufficiant contrast with the background.
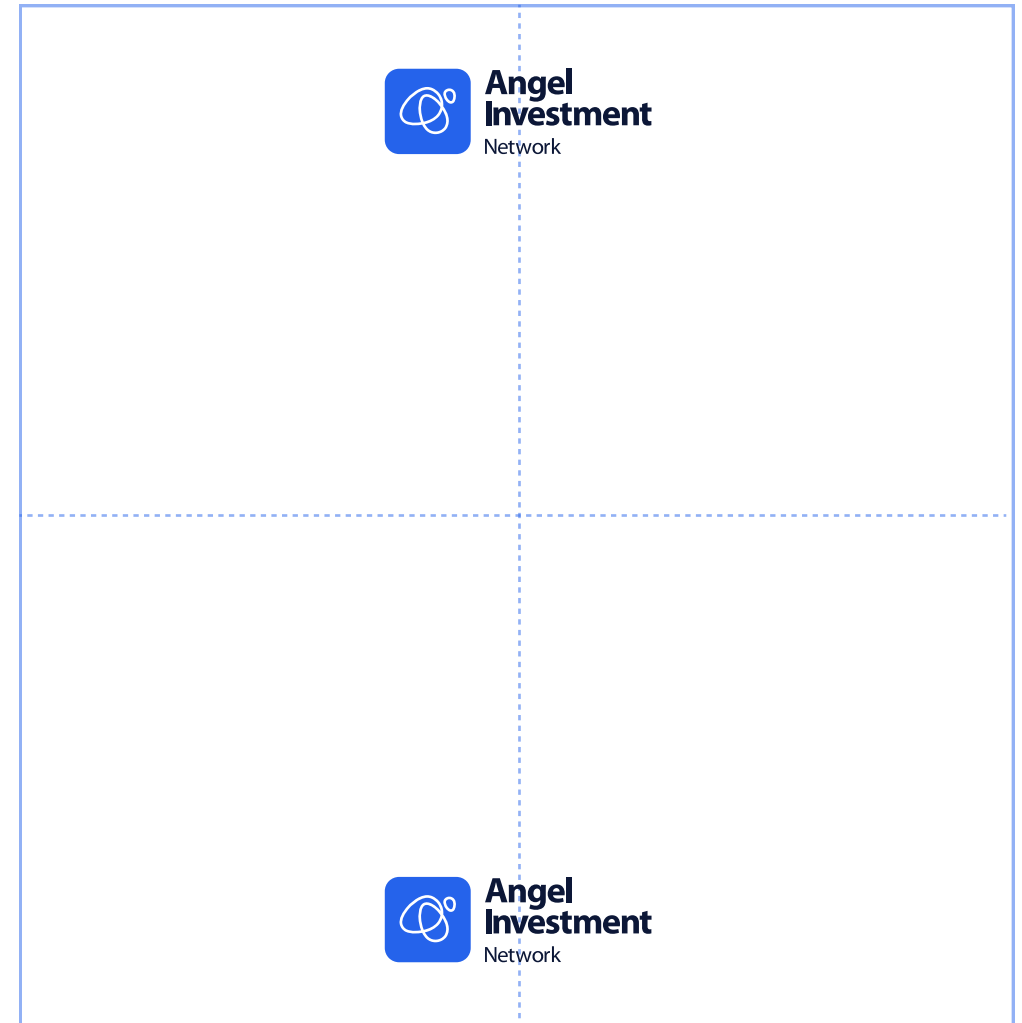
**Logo**                    Positioning

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

**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.



Angel Investment Network

# 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.

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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

**Typography**

4-point baseline grid

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.

Font size 80px
Line height 80px

# Large

Font size 48px
Line height 48px

## Medium

Font size 24px
Line height 32px

### Small

Font size 12px
Line height 20px

**Extra small**

# 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

**Layout** 4-point grid

We use a 4pt grid to provide consistancy 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



4    8    12    16    20    24    28    32    36    40

**Layout**

Examples
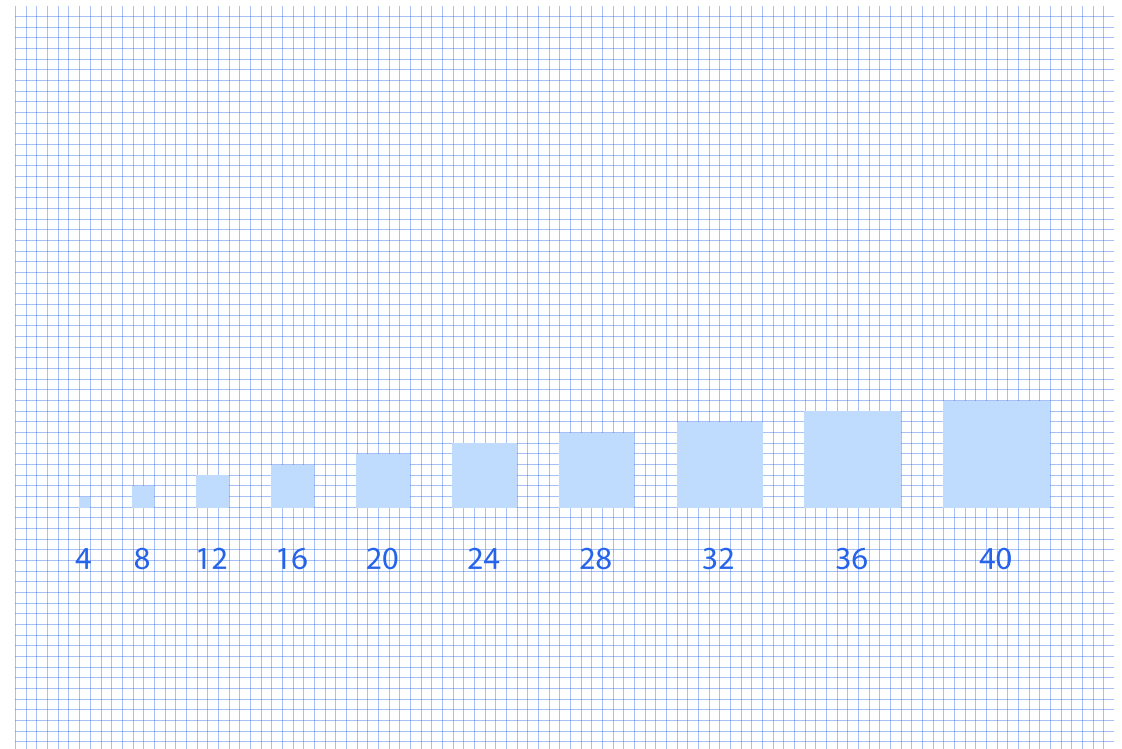
With the 4pt grid visible we can see how the height and padding of components and the margin between components is caculated using multiples of 4. The same is true for font size and line heights.



**First Name** *

Button

**First Name** *

Button
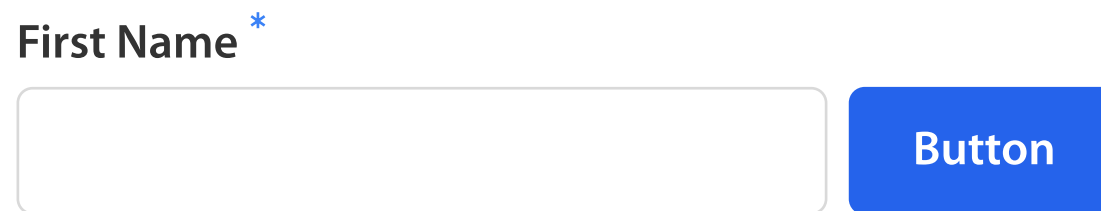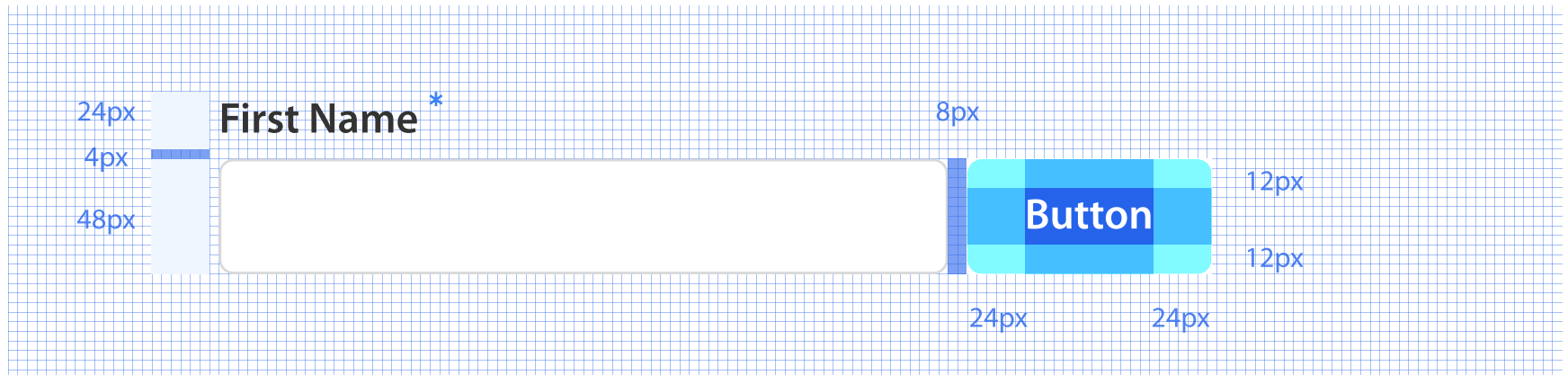
# Iconogrophy

We use icons and pictorgrams extensively across AIN products to suppliment text content and create a universal language that is easy to understand for our international network.
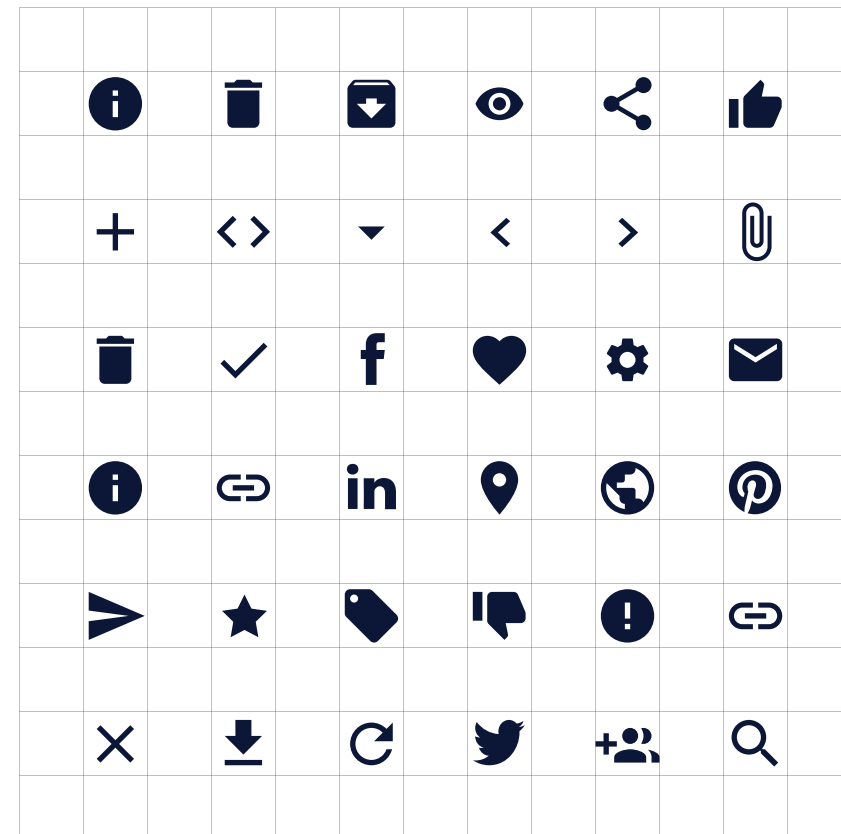
05

**Iconography** UI Icons

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

# 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.

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**Photography**         Stock photos

We use photography sparingly but when we do we aim to inspire people on a journey. We try and avoid overly corporate or cliche stock images in favour of abstract or landscape photos which feel calm and clean. We often use a blue filter to emphases the AIN brand.

Bookmarks.design has an extensive list of stock photography websites where you can find free high quality photos.