



Brand Guidelines 2.1

Our Guidelines

The Anteris brand is more than just an idea on paper; it is the embodiment of our company, encompassing all of the experiences and expectations that people associate with us. To protect the integrity of the visual and verbal expression of the Anteris brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Anteris' communication materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.



Our Brand Purpose

Eliminate technological barriers to success

Our Mission

Anteris builds seamless relationships with businesses to ensure complete technology solutions. By providing personalized service and a broad spectrum of expertise throughout our national network, we work closely with our customers to eliminate any technological barriers that impede their success.

Our Voice

Helpful - to support any level of problem

Practical - in offering solutions that fit your exact needs

Warm - in providing the relationship you'd expect from a small company

Present - to support your business on your schedule

Logo

Anteris logo carries the personality and professionalism of the brand while not being overly complicated. Make sure to respect our logo by following the rules set out in this document.





Do not tighten tracking
of our logotype.



Do not change the angle of the
baseline when presenting logotype.



Do not stack the
logotype.

Logo White Space

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

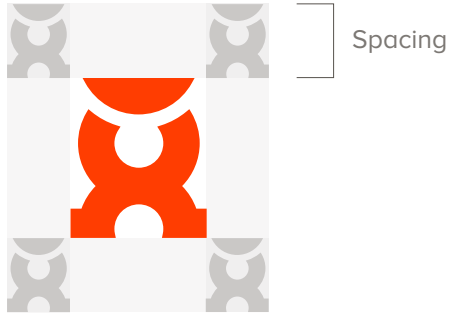
A. Spacing for Logo

The minimum allowance for the master logo is equal to 2x the mark in the lockup. This holds true regardless of scale.



B. Spacing for Mark

For the mark, the minimum clear space allowance should be equal to half of the mark itself. Repeat the scale of the mark around it, regardless of the scale per circumstance.



Logo Lockup

Lockups are mainly used in printed assets. Only URLs, office addresses, and approved corporate taglines should be locked into the Anteris logo. Proxima Nova is used for all lockups.



Logo Usage

Our logos are preferred to sit on one of these background colors.



✓ Charcoal Pyrite Background



✓ White Background



✓ Burnt Orange Background



✓ Electric Orange Background



✓ Cream Background

Logo Misuses

The examples shown here illustrate misuses of the Anteris logo that should be avoided.



✗ Drop shadow



✗ Other colors



✗ Squeezed or stretched



✗ Outlined



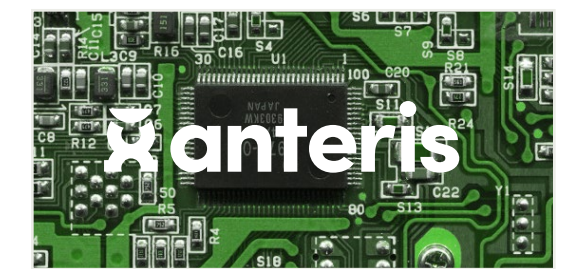
✗ Without logomark



✗ Rotated logomark



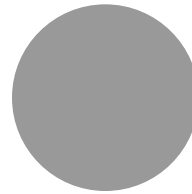
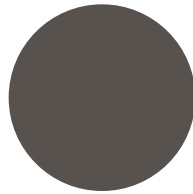
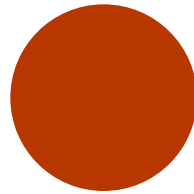
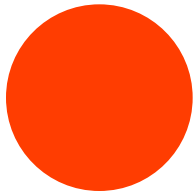
✗ Unapproved lookups



✗ Busy backgrounds

Core Palette

The core palette will cover the majority of your needs. It's intentionally small in variety as to not dilute the brand visuals, adding confusion.



HEX #FF3D01
CMYK 0, 89, 100, 0
PANTONE 1655 C

Dark Orange
 #B63700
 20, 89, 100, 0

Charcoal Pyrite
 #57524D
 61, 56, 60, 34

Grey
 #7C7874
 52,46, 48, 11

Cream
 #ECEDE8
 6, 4, 7, 0

Digital Palette

The digital palette is based on the primary palette with the addition of blue, yellow and green. The range of colors are given for use in digital applications.

#FF3D01	#B63700	#57524D
#B72A00 #FF7746 #FFC3AE	#832700 #CE7347 #E9C1AF	#3E3A37 #898681 #E9E9E7
#999999	#ECEDE8	
#6D6D6D #B7B7B7 #DFDFDF	#A8A9A4 #F2F3EE #F9F9F7	
#00ADEF	#FFBA00	#4CAF50
#017BAA #4CC5F4 #AFE6FA	#B58401 #FFCE4B #FFE8B0	#2E7D32 #81C784 #C8E6C9

Typography

The core palette will cover the majority of your needs. It's intentionally small in variety as to not dilute the brand visuals, adding confusion.

Visby CF Bold

Our headline typeface, a geometric modern sans serif that's warm, friendly and personable.

- Used for headlines. On screen, used for H1, H2, H3
- Used for display text – big introductory text, quotations
- Not used for body copy, navigation, UI microcopy
- 'Montserrat' can be used when Visby CF isn't available

Proxima Nova Regular

A hybrid that combines modern proportions with a geometric appearance. Versatile, modern and highly legible.

- Body copy
- Strapline logo lockups
- Detail information

Aa
AaBbCcDdEeFfGgHhIiJjKk
01234567890

Aa
AaBbCcDdEeFfGgHhIiJjKk
01234567890

The breakdown

HEADING

Visby CF Bold 42pt

SUB-HEADING

Visby CF Bold 16pt

BODY

Proxima Nova Regular 10pt

DETAILS

Proxima Nova Regular - All Caps 10pt

Local support,
national scale

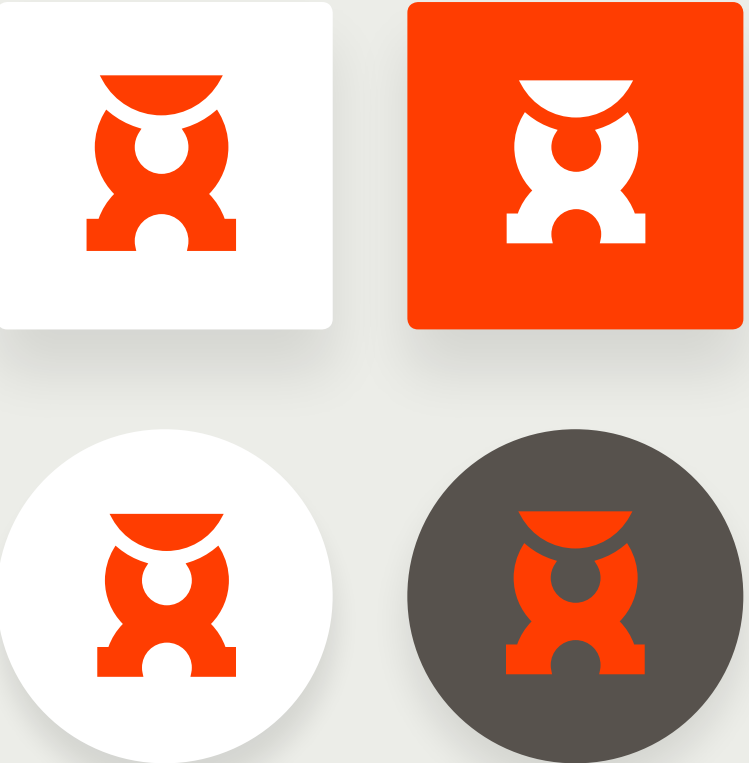
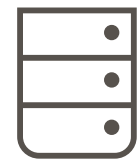
Lorem ipsum dolor schift

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Cras justo odio, dapibus ac facilisis in, egestas eget qua mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

WWW.ANTERIS.COM

Iconography

The Anteris icon system based on the icon set 'Caviar'. Icons are clear, simple, personable but not 'cartoony'. Caviar comes with over 450 icons out of the box.



Avatars

Our social avatars are driven by our mark. Since the titles of the pages will have our company name and information there is no need to add any of that to the avatar.

Business Cards

Business cards should speak for themselves. They should represent the quality and value of the brand. It's important to use quality materials when printing business cards. Letterpress or Moo.com LUXE is recommended for a high-end feel.



Stationery + Envelope

Anteris stationery will be used for all external communications in order to create a sense of value. It's important to utilize high quality paper for all correspondence printed on letterhead.





 **anteris**

unique IT solutions
for unique businesses

Summary

Since we know that we cannot cover every need, we leave this as a living document. If you need something further defined, please reach out.

THANK YOU



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